

"THE LIVING WEST"

# CALGARY

VISITORS  
GUIDE



A HEARTY

WESTERN



WELCOME

AWAITS YOU AT EATON'S

From the moment you enter EATON'S OF CANADA, you'll be happily enveloped in the friendly, knowledgeable atmosphere of a modern department store steeped in the tradition of customer service since 1869! Five air-cooled shopping floors offer a world-wide selection of merchandise for yourself, for gifts and souvenirs. Our Fashion Floor with its beautifully appointed shops and authoritative collections is sure to win your approval. Eaton's five-level Carpark is conveniently just across the street, our Valley Room Cafeteria caters to discerning tastes with excellent cuisine. We've a post office, a tourist information booth, a beauty salon, optical service, customer restrooms — and everywhere at Eaton's, the welcome mat is out for visitors to Calgary!

EATON'S Store: 8th Avenue between 3rd and 4th Streets S.W.

Eaton's Store Hours: 9:30 a.m. to 6:00 p.m. daily; 9:30 a.m. to 9:00 p.m. Thursday and Friday; Phone 266-0234





# CALGARY EXHIBITION & STAMPEDE

"THE GREATEST OUTDOOR SHOW ON EARTH"

For color, excitement and fun nothing equals this wild and woolly western week. In front of the Grandstand daily ... World Championship rodeo, thoroughbred horse racing and R.C.M.P. Musical Ride, chuckwagon races, stage show and fireworks. On the Grounds ... Indian Village, Livestock Exhibition, Industrial Exhibits, Art and Photo Salons, Giant Midway and the "Salute to the Petroleum Exhibition". Downtown (free) ... Stampede Parade, daily street celebrations with Indians, cowboys and square dancing. All in the friendliest City in the World.

1966  
JULY 11-16  
1967

For FREE Color Brochure Write  
**CALGARY EXHIBITION & STAMPEDE LTD.**  
BOX 1060, CALGARY, ALBERTA, CANADA



# CALGARY VISITORS' GUIDE

An Annual Publication of

THE CALGARY TOURIST & CONVENTION ASSOCIATION

HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Manager

This publication is prepared as a public service by the Calgary Tourist & Convention Association, and its supporting business firms shown within. WE UNHESITATINGLY RECOMMEND EACH BUSINESS LISTED.

---

Circulation 35,000

Volume 6

1966-1967

---

Photographs and articles in this book may be reproduced for the asking.  
Write the publisher at the above address for quick permission.

Printed in Canada by Alcraft Printing Co. Ltd.

## ALPHABETICAL INDEX

Agriculture and Calgary .....	42	Oil and Calgary .....	44
Banff .....	74	Photo Credits .....	102
Business Listings .....	115 to 127	Photography .....	12-13
Calgary Stampede .....	36	Points of Interest .....	106 to 114
Climate .....	10-11	Postage Rates .....	88
Clubs and Associations .....	18-19	Ranching and Calgary .....	26-28
Conventions .....	94	Shopping Information .....	100
Currency Exchange .....	82	Sightseeing .....	106 to 114
Dinosaur Trail .....	62	Sports in Calgary .....	50 to 54
Golf .....	84	Statistics .....	14
Guest Ranches .....	86	Story of Calgary .....	6-7
Historic Sites .....	89-90	Transportation .....	98
Hunting .....	92	Travelling East .....	70
Ice Service .....	63	Travelling North .....	68
Industries .....	56	Travelling South .....	58-60
Lake Louise .....	80	Travelling West .....	72
Liquor Regulations .....	48	Visitor Information Services .....	18-19
Local Crafts .....	96	Welcome to Calgary .....	4

---

## OUR COVER

Master Photographer Walter Petrigo made no mistake in choosing the fresh and natural beauty of Miss Kari Jonassen as the subject for our cover.

Calgary's symbolic White Hat Kari is wearing emphasizes The Living West. The gun is only a gentle reminder to any Calgarian of what to expect should he or she ever fail to offer every guest the warm and genuine hospitality that is as much a hallmark of the city as the White Hat.

Kari is a popular student at The University of Calgary, a former Miss Calgary, runner-up to Miss Canada, model, entertainer . . . in fact, a living doll from The Living West.



# Lovely **HAPPY VALLEY**

Calgary's Year Round  
Playground

Just West of the City on No. 1 Highway

## TRAILER AND TENTING FACILITIES

Over 400 Acres of Beautiful Valley where the whole family can enjoy . . .



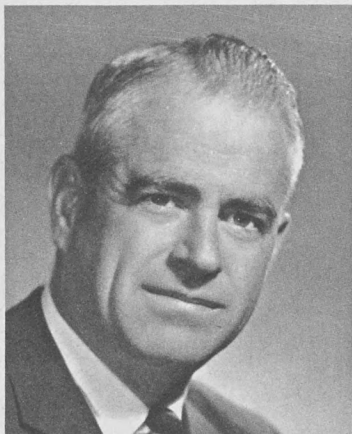
- INDOOR SWIMMING  
& WADING POOL
- OUTDOOR POOL
- OUTDOOR WADING POOL
- 9 HOLE PAR 3 GOLF
- GOLF DRIVING RANGE
- 2—18-HOLE
- MINIATURE GOLF
- TRAMPOLINES
- SHUFFLEBOARDS
- HORSESHOE PITCH
- RESTAURANT
- GO KARTS
- KIDDYLAND RIDES
- PONY RIDES
- MINIATURE TRAIN RIDES
- PADDLE PONTOON BOATS
- PLAYGROUND AREAS
- PICNIC SHELTERS
- BARBECUES
- DANCE FLOORS
- INFORMATION AND  
LOST OR FOUND
- PICNIC TABLES
- TROUT PONDS
- TRAIL RIDES
- HAY RIDES
- IN WINTER
- SKATING
- TOBOGGANING
- SLEIGH RIDES
- SKIING
- POMA LIFT
- SKI CHALET
- SKI SHOP

**INFORMATION**  
PH. 288-5222

**THE IDEAL SETTING FOR COMPANY BARBECUES • RESERVATIONS ACCEPTED**

*"Seeing it is Believing it!"*

# Welcome to Calgary



May I, on behalf of The City of Calgary wish all travellers and visitors a happy holiday while in our midst.

Do enjoy your stay and come again.

JACK C. LESLIE  
Mayor

Howdy, Friend!

You're always a welcome guest in our city. To make your visit as completely enjoyable as it can and should be, don't hesitate to drop in at any of our free information centres. The staff will be pleased to provide any literature or accurate information you would like.

HARRY NATTALL  
President  
Calgary Tourist and  
Convention Association



On behalf of the Executive Committee and members of the Calgary Chamber of Commerce, may I, as president, extend to all visitors to Alberta, and especially to the City of Calgary, a hearty western welcome. May your visit be profitable and pleasant, and be sure to come again.

ERIC CONNELLY  
President  
The Calgary Chamber  
of Commerce



# CHICKEN on the WAY



featuring **"DUNN-RITE" CHICKEN**

*exclusively*

## 3 LOCATIONS

14th Street  
AND  
Kensington Rd.  
PHONE  
283-5545

6511  
Elbow Drive  
PHONE  
255-5292

1811 °  
4th Street S.W.  
PHONE  
266-6678



## OUR SPECIALTY:

FRIED HALF CHICKEN  
CHIPS, 2 CORN FRITTERS  
AND DINNER ROLL  
... JUST \$1.10

A SMALL SERVICE CHARGE WILL DELIVER YOUR CHICKEN  
TO ANY LOCATION

## TRY OUR ECONOMY PAC:

16 PIECES OF CHICKEN .....	\$3.25
HALF PAC .....	\$2.00

IDEAL FOR PICNICS AND PARTIES  
GOOD — HOT OR COLD

FISH & CHIPS — FRIED JUMBO SHRIMPS

COFFEE SHOP & RESTAURANT AT KENSINGTON RD. LOCATION

# THE FINEST CHICKEN YOU EVER ATE!!

# The Story of Calgary



"CALGARY — 1875"

Calgary was born in the summer of 1875. A contingent of the North West Mounted Police set up camp near the confluence of the Bow and Elbow Rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, red coated, military unit now famous around the world to bring peace and law to the new territory.

—Continued on page 8





# CALGARY'S FINEST CHINESE CUISINE

302 CENTRE STREET  
CALGARY, ALBERTA

For reservations or Take-out Service  
Phone 262-9219.

RELAXING ATMOSPHERE

THE **Jade**  
PALACE

"Specializing in  
Exotic Genuine  
Cantonese  
Dishes — and  
North American  
Food" ....

## OPEN:

Mon. - Thurs., 4:30 pm - 12:30 am

Fri. - Sat., 4:30 pm - 2:00 am

Sun. - 4:00 pm - 9:00 pm

• FULLY LICENSED •

## THE STORY OF CALGARY—Continued from page 6

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric light, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Through the years, Calgary has continued to grow, now exceeds a third of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history—young but full of dignity.

### "CALGARY — TODAY"





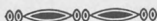
# HISTORY LIVES AT HERITAGE PARK



Share the pioneer life of the  
Canadian West in the 19th Century

- ☆ TREAD THE BOARDWALKS OF AN EARLY PRAIRIE SETTLEMENT

See the church, general store, authentic homes and buildings,  
watch the blacksmith at work.



- ☆ ENJOY A BOAT TRIP ON THE PADDLEWHEEL STEAMER
- ☆ RIDE THE OLD TIME RAILROAD
- ☆ PAN FOR GOLD IN THE MINING CAMP
- ☆ LET THE KIDS PLAY AS THEIR ANCESTORS DID BEHIND THE SAFETY OF PALLISADES AND SIT AT THE DESKS IN A LOG SCHOOL HOUSE
- ☆ VISIT THE HUDSON'S BAY COMPANY FORT

A welcome sight when Indians and trappers came  
to trade their furs.



- ☆ TAKE PICTURES INSIDE THE TEEPEES OF AN INDIAN VILLAGE
- ☆ PET THE ANIMALS ON AN OLDTIME RANCH
- ☆ EAT PIONEER FOOD IN THE BEAUTIFUL PICNIC GROUNDS

Admission: Adults, 25c; Children with parents, No Charge.



**HERITAGE PARK**  
CALGARY — CANADA



A typical Chinook Arch, created by a dry westerly wind from the Pacific which can raise the temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures and appreciably lessens snow conditions.

## Climate

Many people inquire as to the best season of the year to visit Calgary. The answer is one-word simple — Anytime!

Calgary's invigorating climate combines reasonable rainfall; dry air, light snowfall, moderate winters, warm summers. An always popular winter bonus is the chinook wind mentioned, and the effect of it is shown in the photograph above.

### AVERAGE DAILY MINIMUM AND MAXIMUM TEMPERATURES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE
<b>Minimum</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>27</b>	<b>38</b>	<b>44</b>
<b>Maximum</b>	<b>24</b>	<b>27</b>	<b>34</b>	<b>49</b>	<b>61</b>	<b>66</b>
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
<b>Minimum</b>	<b>49</b>	<b>46</b>	<b>39</b>	<b>30</b>	<b>18</b>	<b>10</b>
<b>Maximum</b>	<b>75</b>	<b>60</b>	<b>63</b>	<b>53</b>	<b>38</b>	<b>30</b>

Spring season—Mid-March to Mid-May

Summer season—Mid-May to Mid-September

Autumn season—Mid-September to Mid-November

Winter season—Mid-November to Mid-March

Month	Weather	Suggested Clothing and Remarks
Jan. and Feb.	General Winter Temperatures (see Temp. chart above)	Winter Apparel (overcoat, hat, footwear, gloves). Snow is general. Excellent months to enjoy winter activities. Motorists should ensure car is winterized.
March	Moderating	Winter apparel with some medium light wear. Snow begins to disappear; Winter activities may still be enjoyed. Cars should still be winterized.
April	Days become milder but evenings cool	Medium-weight apparel including topcoat. Snow disappears, however, mountainous areas still offer good skiing.
May and June	Warmer in day-time, cool at nights	Medium-weight and summer apparel, enjoyable period for those who prefer spring travel. The country is green again and spring flowers in bloom by middle of May.

July and Aug. Normally warmest months of summer

Sept. Days warm with evenings cool

Oct. Cool

Nov. Cool-Frosty

Dec. Winter

Summer clothing, ideal for summer travel. All summer activities.

Summer clothing along with medium-weight wear. Ideal for autumn travel. Foliage takes on fall colouring around September 20th. Ideal for colour photography. Hunting begins.

Medium-weight apparel including topcoat. Excellent weather for autumn vacation. Leaves and other foliage in full autumn colour during early part of this month. Many wonderful opportunities for colour photography enthusiasts.

Medium-weight apparel including topcoat. First signs of winter. Late season travel usually good. Motorists should have car winterized. First snow generally appears.

Winter apparel as in January. Winter season. Under normal conditions, first heavy snows arrive around mid-December, usually the start of winter sports activities. Motorists should ensure car is winterized.

NOTE: Visitors planning trips such as fishing, camping, canoeing, hunting should bring along articles of medium and heavier weight wear in addition to summer apparel as evenings are cool.

While insects in Calgary area are not a worry, insect pests and bush travel go together and outdoor vacationers should carry a supply of insect repellent as a precaution and if possible bring clothing through which insects cannot readily bite.

During winter months all main highways are well ploughed and usually bare.

Weather conditions vary somewhat but the above tabulation outlines in a general way normal conditions during the four seasons.



*"At the sign of the Dinosaur"*

- DINOSAUR BONE JEWELLERY
- ORIGINAL ALBERTA HANDICRAFTS
- GENUINE HANDCRAFTED STONE JEWELLERY
- ORNAMENTAL SEA SHELLS

**CANADIAN MADE GIFTS & SOUVENIRS**

*"Rockhound Headquarters"*

**HOURS**  
Mon. to Sat.: 9 to 6  
Friday Evening to 9

**TELEPHONE**  
**269-3070**

**GREEN'S**

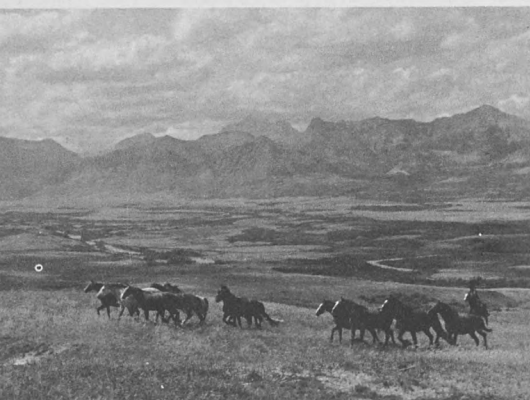
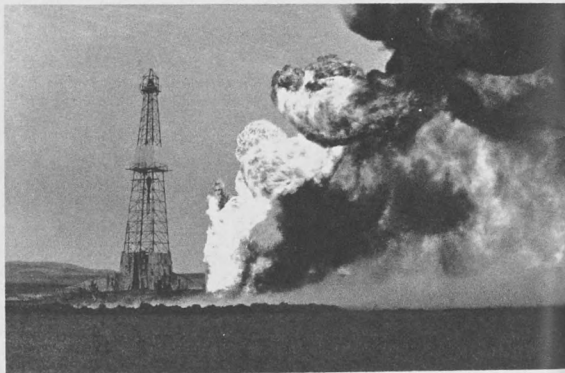
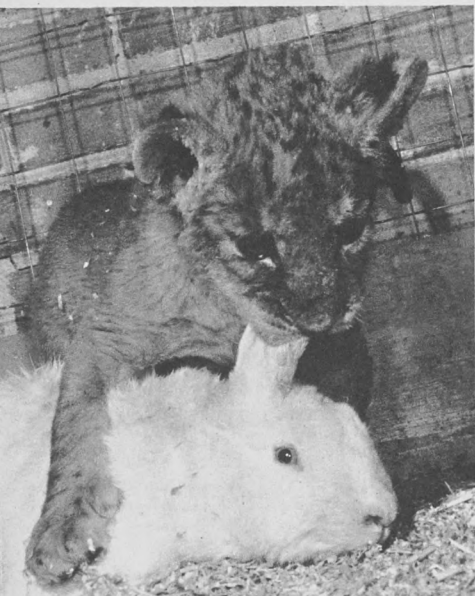
**ROCK & LAPIDARY LTD.**

916 CENTRE STREET N.

CALGARY

ALBERTA





## Hotel Wales

200 Beautifully Furnished  
Rooms with TV and Radio

### Family Plan

Free Outdoor Parking for  
Registered Guests

## Barney's

Shield  
Dining  
Lounge

and Popular

Coffee  
Shop

709 - 2nd St. West  
Phone 266-1031

## Taking Pictures in Calgary

Calgary offers a wide variety of interesting subjects for the camera enthusiasts. For home movie use, convenient tilting boards can be found at any highway Hospitality House to begin your Calgary footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking.

★ Many viewpoints (for details see Points of Interest) allow excellent city scenes from every compass point.

★ The many colorful city parks make ideal background for family pictures.

★ The dinosaurs of the Natural History Park are favorites of everyone. "Dinny" alone is the most photographed creature on earth.

★ Over 1,400 live exhibits in the zoo give continuous opportunities for unusual photos.

★ The massive 5934 Locomotive is always popular with photographers.

★ Horseman Hall of Fame and Aquarium challenge all camera users to take home permanent reminders of these delightful displays.

★ Heritage Park permits you to capture all the nostalgia of the pioneer days on film.

★ Many industrial plants, such as oil refineries, are perfect subjects for snapshots that are different — day or night.

★ The Calgary Stampede is tailor-made for either exciting action shots or unusual stills.

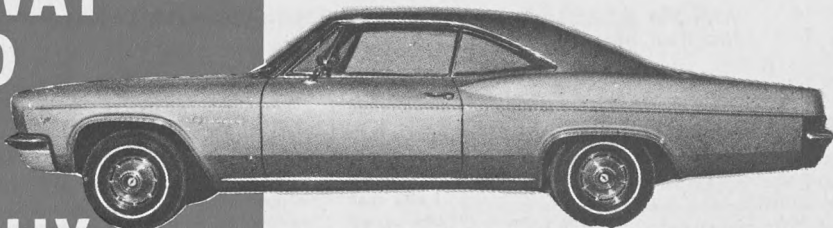
★ Happy Valley, Canada's largest man-made recreation park is just as the name implies — a perfect spot for Happy pictures.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

**RENT A CAR  
THE BUDGET  
WAY  
AND**

**REALLY  
ENJOY YOUR  
CALGARY  
STAY**

**SAVE 40%  
BY SIMPLY CALLING  
263-0505**



FOR FREE PICK-UP AND DELIVERY OF  
1966 CHEV, FORD, PONTIAC OR COMPACT





With the most cars per capita of any city in the world, Calgary needs traffic facilities like this.

## CALGARY STATISTICS AT A GLANCE

Population (1965) .....	323,289	Number of hospitals .....	16
Altitude .....	3,483 feet	Number of churches .....	218
Area .....	155.8 s. miles (97,024 acres)	Number of schools .....	135
Annual precipitation ....	17.44 inches (5.85 snow)	Number of hotels .....	28
Average frost-free period .....	109 days	Number of hotel rooms .....	2938
Average sunshine .....	2,202 hr. year (6 daily)	Number of motor hotels .....	10
Average yearly mean temperature .....	38.4 degrees	Number of motor hotel rooms .....	607
*Motor Vehicles (1965) .....	149,949	Number of motels .....	51
Building Permits (1965) .....	\$129,126,527.00	Number of motel rooms .....	983
Livestock Sales (1965) .....	\$106,944,000.00	Number of public parks .....	100
Number of parking meters .....	2,017	Public park area .....	1325 acres

\* CALGARY, WITH 2.16 PERSONS PER CAR HAS A GREATER NUMBER OF CARS PER CAPITA THAN ANY OTHER CITY IN THE WORLD. LOS ANGELES, IN SECOND PLACE, HAS 2.40 PERSONS PER CAR.



# TRAVEL TRAILER DROME

DIVISION OF PROPANE ENGINEERING SERVICE

2301 CENTRE STREET N. — CALGARY, ALBERTA

## ★ SHASTA MODELS ★

- ★ Compacts for small cars — sleep 6
- ★ 16' Airflytes — 6 and 8 sleepers
- ★ 16' Self Contained
- ★ 16' SCS Shower & Bathroom
- ★ 17' Deluxe
- ★ 18' Super 6 and 8 sleeper (shower and toilet)
- ★ 20' Super Deluxe
- ★ 22' Tandem

## ★ WESTERN CANADA AIRSTREAM DISTRIBUTORS ★

- ★ 18' Caravel
- ★ 20' Landyacht
- ★ 24' Globetrotter
- ★ 26' International Series

### ● PARTS & SERVICE ●

ALL ON DISPLAY DAILY TILL 9 P.M. — SATURDAY TO 6 P.M.



AIRSTREAM



COMPLETE PROPANE AND APPLIANCE SERVICE FOR  
THE TRAVEL TRAILERIST

REST ROOMS  
TEXACO GAS, OIL, REPAIRS



ELECTRIC BRAKE  
AND HITCH SERVICE

Limited overnight accommodation while repairs are being made

MAPS AND CITY INFORMATION AVAILABLE

NORCOLD ● DOMESTIC ● MORPHY RICHARDS  
REFRIGERATOR HEADQUARTERS

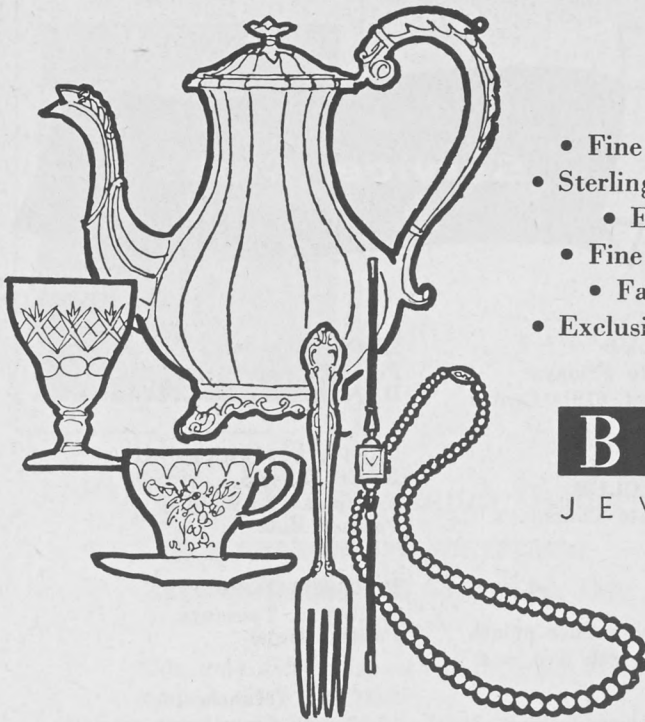
PHONE  
277-4255



EMERGENCY PHONE  
277-1088



A real village Smithy in action in Calgary's unique and historic Heritage Park.  
A "must" on your visit to Calgary.



- Fine Jewellery
- Sterling Silver and Antiques
  - English Bone China
- Fine Leather Goods
- Fashion Jewellery
- Exclusive Swiss Watches

**BIRKS**  
JEWELLERS

314 - 8 Avenue S.W. and Chinook Shopping Centre

*In Calgary Alberta*

IT'S

**Bennett's**

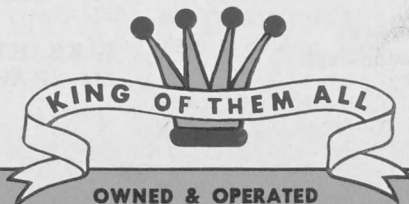
**FAMILY RESTAURANTS LTD.**



\$ 1.59  
\$ 1.25

**HOUSE SPECIALTIES**  
**CHARCOAL BROILED STEAKS**  
**FAMILY CHICKEN DINNER**

"YOUR FAMILY RESTAURANTS IN CALGARY"



"IT'S FAMILY RESTAURANTS

OWNED & OPERATED

BY A FAMILY"



## Service Clubs

### ACTIVE 20-30 CLUB

6:30 p.m. Alternate Fridays  
Carolina Restaurant, 619 - Centre  
St. S.

### AD AND SALES CLUB

12:15 p.m. Alternate Thursdays  
Palliser Hotel

### B'NAI B'RITH

8:30 p.m. 1st Tuesday each month  
House of Israel — 18th Ave. and  
Centre St. S.

### COSMOPOLITAN

6:16 p.m. Wednesdays  
Palliser Hotel

### JAYCEES

5:30 p.m. Alternate Mondays  
Stampeder Motor Hotel

### KINSMEN

6:30 p.m. Alternate Thursdays  
Al San Club, 5 Ave. and 3 St. S.W.

### KIWANIS (Downtown)

12:30 p.m. Mondays  
Palliser Hotel

### KIWANIS (6 others)

For information call  
Mrs. Helen Rogerson 262-2900

### Y'S MEN CLUB

6:15 Tuesdays  
Y.M.C.A. 332 - 6 Ave. S.W.

### LIONS (Downtown)

12:15 p.m. Wednesdays  
Palliser Hotel

### LIONS (6 others)

For information call  
D. Anderson 262-4274

### SALES & MARKETING EXECUTIVES

6:00 p.m. 2nd Monday  
Palliser Hotel

### ROTARY (Downtown)

12:15 p.m. Tuesdays  
Palliser Hotel

### ROTARY (Manchester)

12:15 p.m. Thursdays  
Fort Calgary, Stampede Grounds

### ROTARY (North Hill)

12:15 p.m. Mondays  
Highlander Motor Hotel  
16 Ave. and 17 St. N.W.

### OPTIMISTS (Downtown)

12:15 p.m. Thursdays  
Al San Club, 5 Ave. and 3 St. S.W.

### OPTIMISTS (3 others)

For information call  
Mrs. Tillish 244-1905

### TOASTMASTER (8 Clubs)

For information call  
Harold Bickel 243-0170

### ASSOCIATED CANADIAN TRAVELLERS

210 - Burns Bldg. 266-5510

### CANADIAN LEGION BESL No. 1

116 - 7 Ave. S.W. 266-5388

### ELKS (B.P.O.E.)

114 - 7 Ave. S.W. 266-5510





FINE ART DEALERS  
 ☆  
 FRAMING SPECIALISTS  
 ☆  
 RESTORERS  
 ☆

*The Gainsborough Galleries*

OPPOSITE UPTOWN THEATRE

TELEPHONE 269-6682 — 611 - 8th AVE. S.W.

*Canadian and Imported Paintings and Drawings*

**Visitors Are Always Welcome to Visit Our Galleries and Salon**

**CALGARY PHILATELIC SOCIETY**  
 Call Sam Nickle 263-3255

**ALBERTA PIONEER CAR CLUB**  
 For information 264-4890

**CALGARY FISH & GAME ASSOCIATION**  
 R. M. Hobbs 289-5249

**R.C.A.F. ASSOCIATION**  
 For information call 266-6051

**BETTER BUSINESS BUREAU**  
 611B - 7 Ave. S.W. 269-3905

**AUSTRIAN CONSULATE**  
 1132A - Kensington Road 283-6526

**CANADIAN RED CROSS SOCIETY**  
 1504 - 1 St. S.E. 266-1066

**BELGIAN CONSULATE**  
 736 - 8 Ave. S.W. 266-7451

**S.P.C.A.**  
 115 - 35 Ave. N.E. 277-4097

**NETHERLANDS VICE CONSULATE**  
 No. 12, 600 - 6 Ave. S.W. 263-5305

**Y.M.C.A.**  
 332 - 6 Ave. S.W. 269-6701

**NORWEGIAN CONSULATE**  
 131 - 6 Ave. S.W. 262-9563

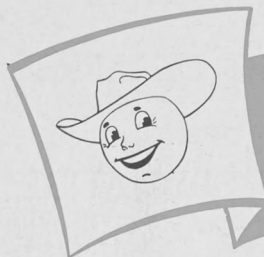
**Y.W.C.A.**  
 223 - 12 Ave. S.W. 263-1550

**ROYAL DANISH VICE CONSUL**  
 111 - 3 St. S.W. 266-3650

**ALBERTA HEREFORD ASSOCIATION**  
 Jack Noble, High River

**SWEDISH CONSULATE**  
 1632 - 14 Ave. N.W. 282-6575

**U.S. CONSULATE GENERAL**  
 805 - 8 Ave. S.W. 266-8962



## **Tourist Information Services**

### **CALGARY TOURIST AND CONVENTION ASSOCIATION**

A non-profit organization dedicated to the service of guests to the city.

Literature, maps, accurate information cheerfully provided visitors on a no charge basis. Several information centres operating for your convenience at the following locations:

Hospitality Centre — Mewata Park, 14 Street and 9 Ave. S.W.  
Phone 269-1677, open the year around.

Hospitality House, 105 - 8 Ave. S.E.  
Open the year round.

Hospitality House — No. 1 Highway West  
(near Happy Valley entrance)  
Open May 24 to Sept. 15 each year.

Hospitality House — Just inside cloverleaf on 16 Ave. N.E.  
Open May 24 to Sept. 15 each year.

Hospitality House — No. 2 Highway South  
(at Co-op Shopping Centre)  
Open May 24 to Sept. 15 each year.

You're always welcome. Drop in and say hello.

### **ALBERTA MOTOR ASSOCIATION (A.A.A.)**

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members and A.A.A. affiliates are cordially invited to visit the spacious A.M.A. offices on the corner of 11 Ave. and 8 St. S.W. During the day, phone 244-9731. For 24-hour emergency service, call 244-5564.

# Welcome to Alberta

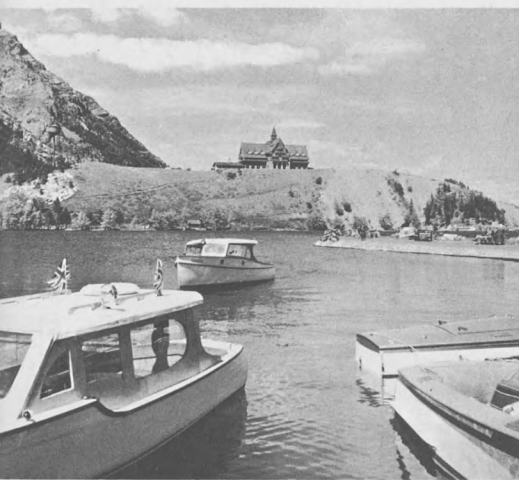
## The 4-season playground



THE JASPER SKY TRAM



CAMPING IN A NATIONAL PARK



WATERTON LAKE



SKIING AT BANFF

Ride the Jasper Sky Tram and soar above the mountain peaks in safety and comfort. Camp in some of the world's loveliest surroundings. There are over 400 free campsites in Alberta, and camping in the beautiful National Parks is only \$1.50 a night. Enjoy wonderful boating on Alberta's lakes — incomparable fishing and swimming, too. Some of the finest ski terrain in North America is to be found in Alberta. The ski season is long in the high Canadian Rockies. Good highways, open all year round, take you to all parts of this Province of Western Hospitality.

ALBERTA GOVERNMENT TRAVEL BUREAU  
Highways Building, Edmonton, Alberta



One of the hundreds of educational and fascinating exhibits in the Glenbow Foundation Museum at 530 - 7th Ave. S.W.



Motoring through Calgary.



# DON FORSTER

The finest imported woollens, tastefully styled by Canada's foremost tailors

A Visit to Don Forsters' will add interest to your stay in Calgary

Fine Clothing for men and young men, distinctive haberdashery,

Knox hats, Dack shoes

PH. 264-3440

335 - 7th Ave. S.W.



## What's on in Calgary?

WE ANSWER THIS QUESTION FOR  
OVER A ¼ MILLION VISITORS  
EVERY YEAR

ASK FOR  
YOUR FREE  
COPY . . .

Available  
at Leading  
Hotels or  
Motels in  
Calgary



Published at  
1510 - 6th ST. S.W., CALGARY  
TELEPHONE 266-8691



FEATURING  
LOWEST PRICES ON

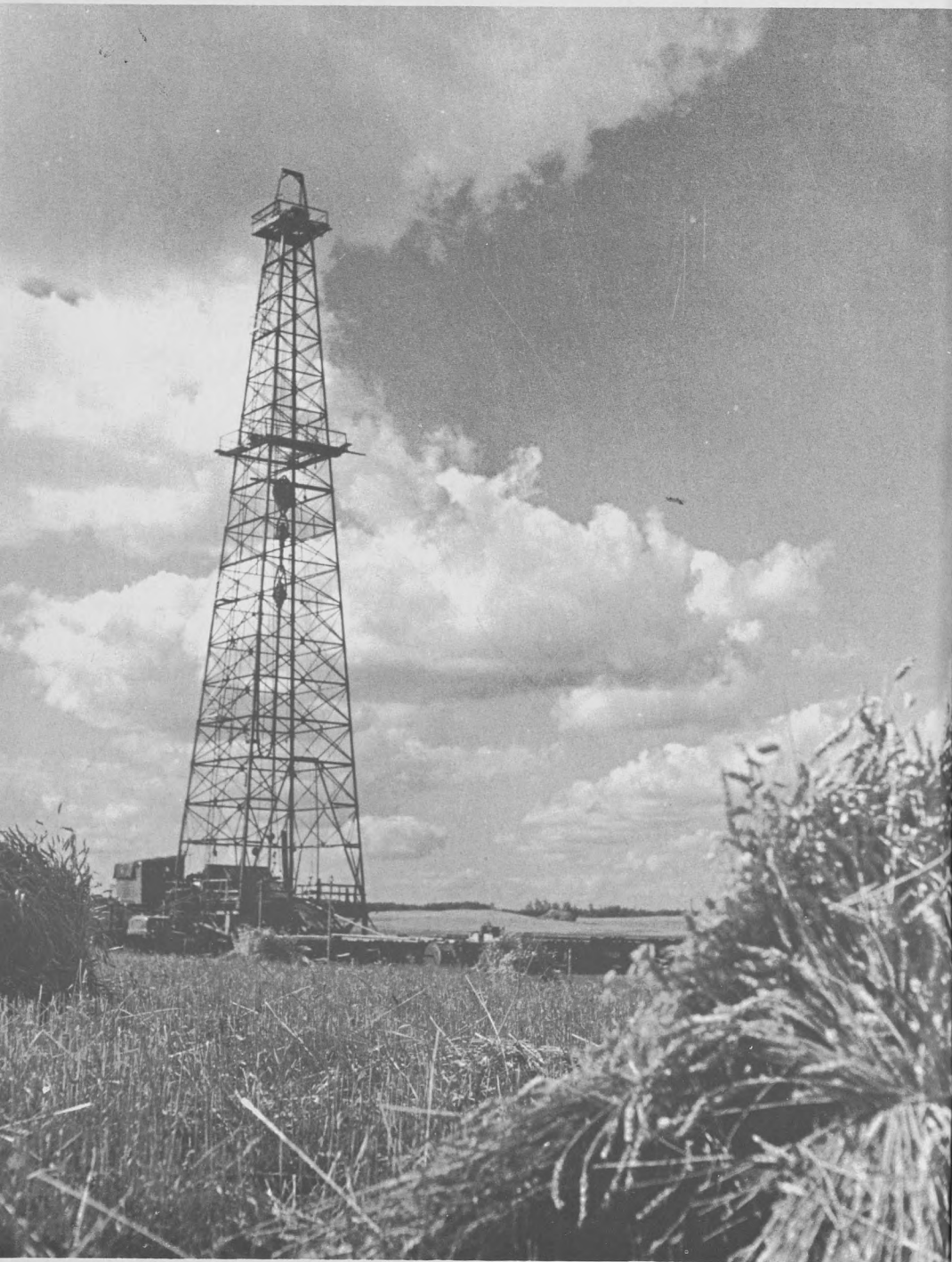
Ladies' Wear

Nice Range of English  
Woolens — Fabrics, Etc.

WEDDING GOWNS OUR  
SPECIALTY  
(AT DOWNTOWN STORE)

3 STORES TO SERVE YOU

South — Chinook Centre — 252-5074  
Downtown — 119 - 8 Ave S.W. — AM 2-7262  
North Hill — Calgary Shopping — AV 9-3909  
Centre



Petroleum and Agriculture are close partners in the Calgary area.

SINCE 1907

Welcome to Calgary !

# H.F. CLARKE LIMITED

*heating, air conditioning, process and industrial equipment*

**Working for Your Comfort in Supplying Air-Conditioning, Boilers, Pumps  
in Prominent Motor Hotels**

- |                  |                   |                    |               |
|------------------|-------------------|--------------------|---------------|
| ● THE CROSSROADS | ● THE TRADE WINDS | ● HEPBURN'S        | ● ELBOW LODGE |
| ● THE CARAVAN    | ● RAMADA INN      | ● THE BAYSHORE INN |               |
| ● GOLDEN ARMS    | ● SWISS VILLAGE   | ● DEER LODGE       | ● NORTHLANDER |
| ● CALGARY INN    | ● NEW NOBLE HOTEL | ● VOYAGER INN      |               |

**5220-1A STREET S.E.**

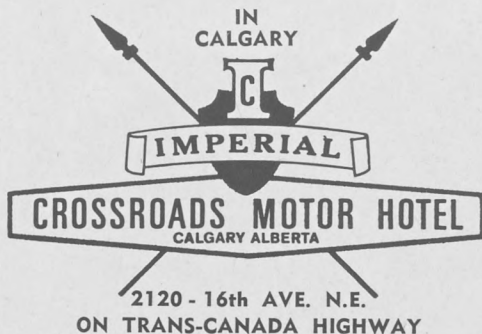
**TELEPHONE AL 5-0186**



Camping sites are plentiful . . . and pleasant.

**Phone 277-0161**

**Telex 038-2462**



**MODERN**

- 65 Rooms
  - Combination Bath & Shower
  - Room Phones
  - Television & Radio
  - Swimming Pool
  - Playground
- RATES 6.50 & UP**

**CONVENIENT**

- Reserve by Telex or Phone us Collect
  - 24 Hr. Switchboard
  - Airport Courtesy Car
  - Ample Free Parking
  - Plug Ins
- MEETING ROOMS**

**DINERS' CLUB**

**AMERICAN EXPRESS**

**CARTE BLANCHE**

**COFFEE SHOP**

**CONVENTION FACILITIES  
DINING ROOM**

**LICENSED LOUNGE**

## Ranching in Calgary

Long before the turn of the century, ranchers found in the Calgary area near perfect conditions for raising fine horses and superb beef cattle. The almost-like-magic formula consisted of many essential factors.

- ★ Never-short quantities of pure, mountain-born water.
- ★ A never too-hot or too-cold temperate climate.
- ★ A nutritive grass, the envy of the world.
- ★ Insects and pests at a minimum.

Calgary today is a hallmark in the world of choice beef and horses. Calgary stockyards annually process over \$100 million in livestock. Calgary's annual Bull Sale is the largest of its kind in Canada. Horse sales in the colorful cowtown are attended by buyers from around the world.

Ranching and Calgary . . . happy partners.

Historians have found evidence in ancient tombs that Egyptian cattle were branded as early as 2000 B.C.

On the North American continent, the Mexicans originated the practice by burning the family coat-of-arms on their animals. Gradually, branding became common in the U.S. and Canada as the only practical means of identifying ownership.

There's a real romance in the branding story.

Some brands were a combination of known, accepted symbols while other owners reached for distinctive individuality. However, a very definite method of identification has been established over the many years.

—Continued on page 28

"If it's good horse flesh . . .





In Calgary It's The

## Caravan

- PRIVATE PARKING
- AIR CONDITIONED
- HI-FI RADIO, TV AND BACKGROUND MUSIC
- STEAK & RIB HOUSE, LOUNGE, DINING ROOM & COFFEE HOUSE
- BATH AND SHOWER IN EACH ROOM

Calgary's Finest

### DOWNTOWN MOTOR HOTEL

4th Avenue and 4th Street S.W. — In the Heart of the City Phone AM 3-1010

"... or the world's finest beef, you'll find them in Calgary."



—Continued from page 26

For your interest, the more common are shown below.

- Bar. In this, **A-A** would read the “A-Bar-A”.
- Rail. Slightly longer than the bar. **A-A** would read “A—Rail—A”.
- Circle. Variations are possible here. **OC** would be the “Circle C”, while **©** could be the “C in Circle”.
- ✓ Slash. This slanting line could run from left to right. Thus **VA** would be the “Slash A” and **/B** would be “Slash B”.
- ⤿ Rocking. Added to a letter or number such as an **A** this would be the “Rocking A”.
- ↯ Reverse. Any letter could be used. **B** would be the “Reverse B” brand.
- ◊ Diamond. As the circle. **DA** would be the “Diamond A”.
- Box. **XB** would be the “Box X”.
- ∨ Walking. For example **B** would be “Walking B”.
- ⋈ Rafter. A half diamond over a letter or number, **6** would be “Rafter Six”.
- ⌘ Lazy. A letter or number on face or back. **B** would be “Lazy B”.
- ⤿ Tumbling. A letter or number partially turned. **H** would be “Tumbling H”.
- ⌞ Bench. In this case **Y** would be “Bench Y” **Y** would be “Y Bench”.
- ⌚ Half Box. **7** would be “7 Half Box” while **7** would be “Half Box Seven”.
- ∞ Flying. **10** “Flying Ten” or **5** “Five Flying”. Sometimes adding a dash to a letter, such as **V** made it “Flying V”.
- ⤿ Quarter Circles. **2** was “Quarter Circle Two”.
- ⤿ Half Circle. **B** was “Half Circle B”.

There were countless variations. The famous “Smoked Irishman,” John Ware, one of the few Negroes to make a mark in ranching in the Calgary area, used 9999 as his brand for no other reason than 9 was his lucky number, so he used as many as the Brands Office would permit. A7 was, and still is, the brand of the pioneer Cross family. Branding is gradually losing ground to more modern methods such as tattooing, and ear-clipping, and with ever-increasing control of range-lands, will undoubtedly vanish before long. No one, however, can deny that brands have been a fascinating chapter of the West. And in closing this chapter, it is hoped the reader who, by carefully reading the foregoing details, will forgive us the listing of one brand that typified the robust and earthy humor of the pioneer ranchers. We leave it to you, friend reader, to decipher this brand as its originator meant it to sound. **2NP**

# HERTZ

## Rent-a-Car

113 - 7 Ave. S.E., across from York Hotel

SPARKLING  
NEW CARS  
OF  
ALL KINDS  
Reasonable Rates

FREE  
PICK-UP

PHONE

263-8400



DINE IN AN EXOTIC  
TROPICAL PARADISE

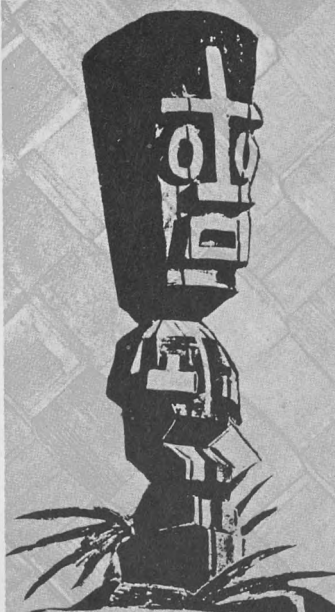
*the* **BEACHCOMBER**

- OPEN FIRE CHARCOAL BROILED STEAKS
- SEA FOOD SPECIALTIES
- POLYNESIAN CUISINE

611 - 7th AVE. S.W.

RESERVATIONS

264-1000



**polynesian  
restaurant**

FREE PARKING

THE STEAK PIT

*the* ROYAL HAWAIIAN Lounge

BANQUET FACILITIES

**ENJOY ONE STOP  
SHOPPING**

# **CHINOOK SHOPPING CENTRE**

*featuring*

**Woodward's**

**A COMPLETE DEPT. STORE**

**A FAMOUS FOOD FLOOR**

**AUTO SERVICE CENTRE**

**PLUS**

**80 FINE STORES  
& SERVICES**

**Chinook Shopping Centre at 66th Ave. & Macleod Trail**



Just Like  
Hawaii!  
**CHINOOK'S  
CLIMATIZED  
MALLS**  
Always 72°



*Woodward's*  
**and 80 STORES**  
**Waiting to Serve You**



Acadia Bakery  
\*Agnew Surpass Shoes  
\*Alberta Liquor Board  
Alberta Piano  
\*Bamboo Inn  
\*Betty Shop  
\*Birks — Henry & Sons  
\*Burritt Travel Service  
Calgary Fabric Centre  
\*Calgary Herald  
Career Girl Fashions  
\*Carolina Restaurant  
\*Carolina Patio  
\*Canada Permanent Trust  
\*Carltons Cleaning  
Carusel  
Carriage House  
\*Chinook Animal Clinic  
Chinook Art Gallery  
Chinook Barber Shop  
\*Chinook Bowladrome  
Chinook Coin Shop  
\*Chinook Delicatessen  
\*Chinook Insurance Co.  
Chinook Key Shop  
Chinook Shoe Repair  
\*Chinook Theatre  
Chinook Ticket Centre  
Chinook Watch & Clock  
Repairs  
\*D'Allairs  
\*Fabric Care Cleaners  
\*Finney-Rogers Sports &  
Hobbies  
Hollinsworth & Co.  
Holt Renfrew  
Household Finance Co.  
\*Investors Syndicate  
\*S. S. Kresge  
MacKenzie Jewellers  
\*Macleod Brothers  
\*Maison Jakes

Marshall Pharmacy  
McCullough Fabrics  
Mel's Lumber & Building  
Supplies  
\*Melton's Real Estate  
Merrell's Maternity  
National Trust Co.  
Niagara Finance Co.  
\*Norman's Beauty Salon  
\*Nut House  
\*F. E. Osborne  
\*Pedersen Bros. Florist  
\*Penley Drugs  
\*Pennington's  
\*Public Library  
Reed's China & Gift Shop  
Reitman's Inc.  
Robert's Shoes  
\*Rosedale Cleaners  
\*Save-On-Meats  
\*Silk-O-Lina  
\*Singer Co. of Canada  
\*Smitty's Pancake House  
Spences Shoes  
Sylbert Shoes Ltd.  
\*Tip Top Tailors  
\*Toronto Dominion Bank  
\*Treasury Branch  
\*United Cigar Store  
Vacuum Rebuilders of  
Calgary  
Woodward's Dept. Store  
Woodward's Food Floor  
Woodward's Service  
Station  
\*Bio-Clinical Laboratories  
K. Ladell, Chirprtr.  
\*Chinook Medical Clinic  
\*Chinook Optometric  
Clinic  
\*Dental Offices

**FREE  
PARKING  
FOR  
3500  
CARS**

**POST  
OFFICE  
&  
MEDICAL  
OFFICES**

**SHOP  
THURS.  
& FRI.  
TILL  
9 p.m.**

**STORE HOURS:**

**Tues., Wed., Sat. - 9:30 a.m. to 6 p.m. Thurs., Fri. - 9:30 a.m. to 9 p.m.**

\* Denotes Stores Open Monday 9:30 a.m. to 6 p.m.



Putting the bar on a brand.

FOR THE  
FINEST IN FOODS

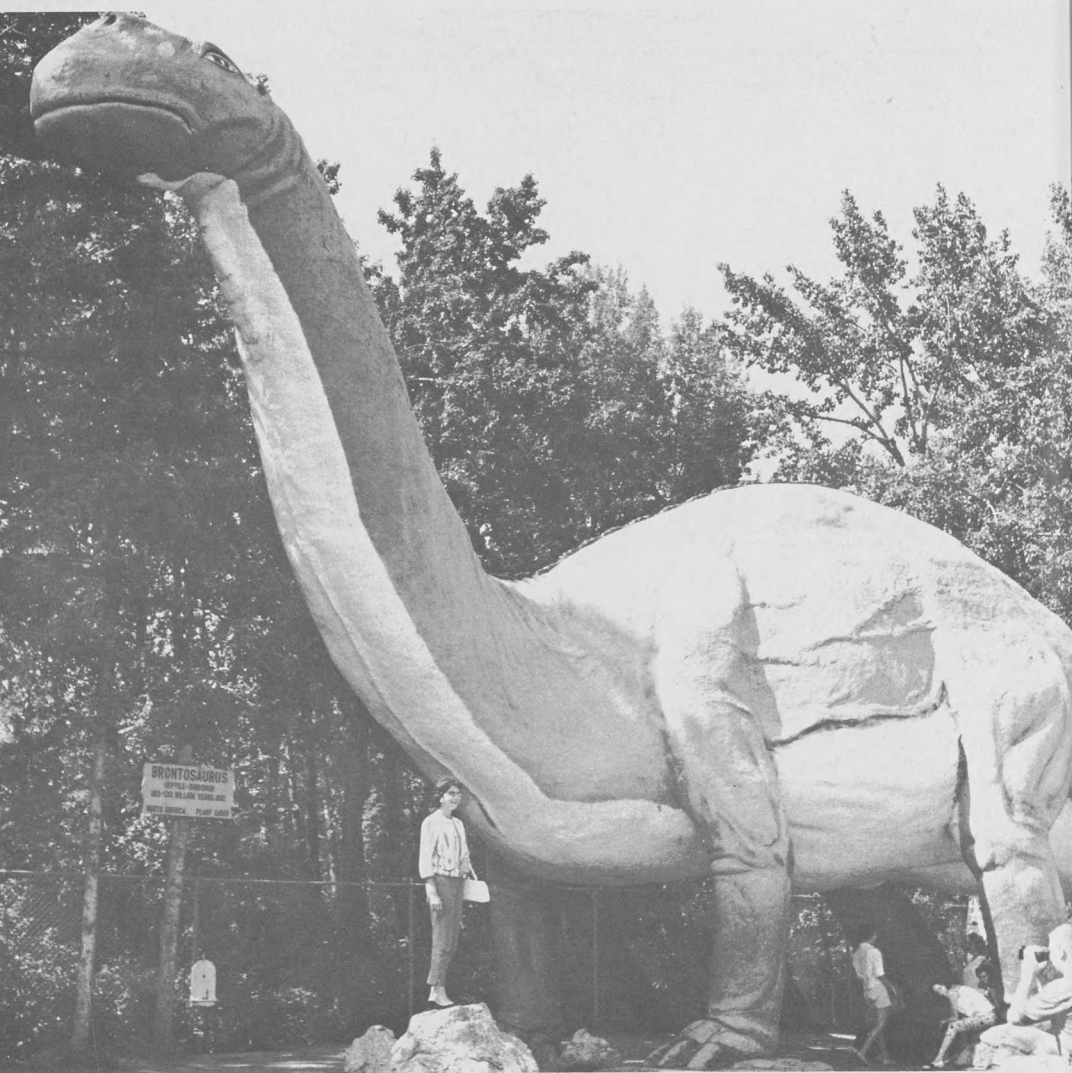
•

*Shop With Confidence*



•

SHOP  
SAFeway



"Dinny", headliner in the famous Natural History Park of Calgary.



You'll find



HOSPITALITY  
here

Look for this sign everywhere for  
the best in Western Hospitality.

# *The Calgary Stampede*

**"THE BEST DAD-BURNED SHOW IN THE WORLD"**

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair, became the Calgary Exhibition and Stampede, today the greatest outdoor show on earth.

Stampede week in Calgary is literally a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves, and join in the fun.

The riotous week starts with a six mile parade thru the downtown area on Monday morning. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon thru the week, from 1:30 to 5. In addition to the rugged

and spectacular events such as bucking bronks, brahma bull riding and steer decoration, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races present one of the most thrilling events to be found anywhere.

Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.

Brahma bulls are rugged competitors.





# Toby Jug

## LOUNGE

Starlight Room

(Licensed)

Royal Dining Room

and

Coffee Shop

"House Specialties"

RED BRAND STEAKS

JUMBO SHRIMPS

FRIED CHICKEN

In Hotel Royal — on 2nd St. West — Between 7th and 8th Avenues  
Calgary, Alberta



The Cowtown that is Calgary, is never surprised to see cayuses and traffic lights together at any time of the year and expects to see it during Stampede week. Here is a string of stock coming in for the big show.

## CALGARY'S MOST COLORFUL SUPPER CLUB

Fine Food and  
Entertainment

Mon. thru Sat.  
10 p.m. - 4 a.m.

NO COVER CHARGE  
Minimum Dining Charge

509 - 8 AVE. S.W.  
Enter from the Alley  
269-6547





Steer decorating — fast and dangerous — is a popular event every afternoon at the Calgary Stampede.

Together in a situation like this is a fleeting thing, but it's only one of the hundreds of exciting moments at the Calgary Stampede.





WHEN IN CALGARY - - -

- - - GO WESTERN

IN AUTHENTIC WESTERN WEAR FROM

## KENWAY'S

WESTERN WEAR  
WESTERN SOUVENIRS  
SADDLES

HEADQUARTERS FOR  
RIDING EQUIPMENT  
WESTERN NOVELTIES  
SADDLERY

WESTERN STORE



(Just one block North of the Stampede Grounds)

1418 - 2nd STREET S.E.



Riding bug? There's lots of it in the colorful cowtown.



*Enjoy the Pleasant Atmosphere and  
Comforts*

of the Newly Renovated



## HOTEL EMPRESS

219 - 6th Ave. S.W., Ph. 262-1141

YOUR DOWNTOWN FAMILY HOTEL

FREE PARKING ● TAVERN ● DINING LOUNGE  
TV, RADIO & TELEPHONE IN EVERY ROOM

Rates — \$5.00 and up



"Oops"



Thoroughbred racing (with pari-mutuel) every day at the Stampede.



**LOOK FOR PINECREST'S  
BARBECUED "READY TO SERVE"  
CHICKENS WHEN YOU'RE  
SHOPPING . . . IDEAL FOR  
PICNICS AND TRAVELLING.  
READY-TO-COOK POULTRY**

*Supplying all Calgary's leading restaur-  
ants and stores with the finest quality  
government-inspected poultry products.*

**PINECREST POULTRY SALES LTD.**  
2126 HIRST ROAD — BR 3-1571

**Meet His Highness  
KING LOBSTER**



**Pick him out of his Private Sea  
and be royally entertained in the**

**CARIBBEAN  
DINING ROOM**

Gay CALYPSO LOUNGE Fully Licensed

**Beacon Hotel**

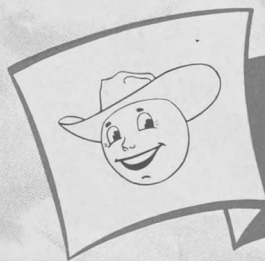
DINNER DANCING — Fri. and Sat. Evening

PHONE CR 7-4124

16 AVE & CENTRE ST. N.  
Spacious Parking  
AIR CONDITIONED



Chuckwagon racing originated at the Calgary Stampede and is still the most exciting racing event since Ben Hur was winning chariot races.



## **Agriculture and Calgary**

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complementary industries. Today three large flour mills and a huge malting plant operate within Calgary

city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.



# WHEN IN CALGARY — DIAL **CHICKEN** FOR BARNEY'S DOOR DELIVERY

Calgary is the only city in the world where you can dial "Chicken" and get chicken — delivered piping hot to your hotel or motel within minutes. It's delicious Kentucky Fried Chicken — perfect as a snack or as a meal in itself.... and terrific to eat while travelling.



*Colonel Sanders'  
Exclusive Recipe*

**Kentucky Fried Chicken**  
REG. U.S. PAT. OFF. COPYRIGHT 1954 BY HARLAND SANDERS

1240 - 17 Ave. S.W.  
244-2536

832A - 16 Ave. N.W.  
289-8200

336 - 9 Ave. N.E.  
263-1951

905 - 37 St. S.W.  
242-2393

Hotel Wales,  
709 - 2nd St. S.W.  
263-3648

3828 - Macleod Trail  
243-6611

82 Ave. & Elbow Drive  
255-7840

**Barney's**





ENJOY YOURSELF  
at the

## Top-of-the Summit

12th FLOOR PENTHOUSE

STEAKS - RIBS  
SNACKS

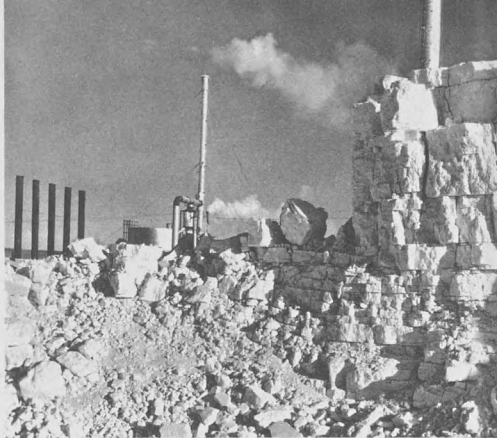
DINE and DANCE  
til 1 a.m.  
MONDAY to SATURDAY

CALGARY SUMMIT  
HOTEL



4 Ave. and 1st St. S.W.  
Ph. 262-7091

Sulphur is only one of the many by-products of the petroleum industry in Calgary.



## Oil and Calgary

It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, some 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada additional benefits to the city are already beginning to appear. A huge pipe mill is steadily turning out the necessary pipe for the program.

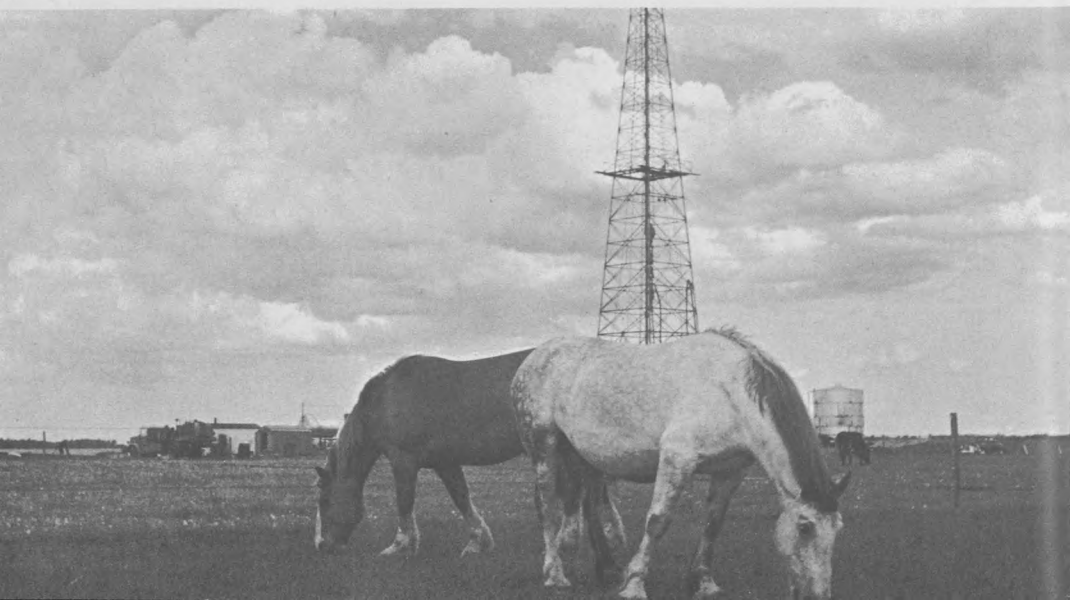
By products, such as sulphur, fertilizer, rubber and plastics are part of the new development in industry giving Calgary a healthy industrial growth rate.

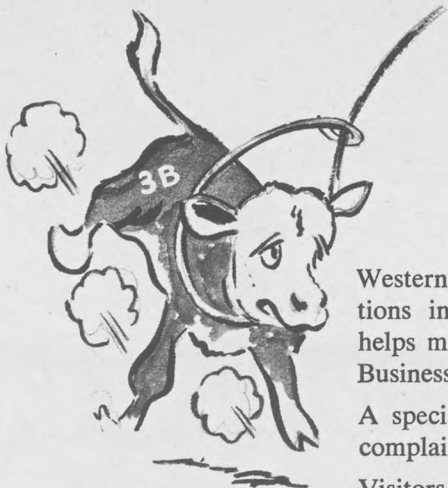
Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry, live in the city of Calgary. In fact, under the jurisdiction of the United States Consulate in Calgary, there are over 87,000 American citizens, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.

Ranching finds petroleum in the Calgary area is a compatible partner.





*You won't get roped-in here, pardner! The ranch - hands\* of the Triple-B are ridin' herd on rustlers.*

Western hospitality and a square deal are traditions in Calgary. Community-spirited business helps maintain these traditions through its Better Business Bureau.

A special service to handle visitors' inquiries or complaints is available at the B.B.B.

Visitors are assured of satisfaction when they deal with reputable firms.

\* Members of the Better Business Bureau



**BETTER BUSINESS BUREAU OF CALGARY**

#404 - 630 - 8 Ave. S.W.

269-3905

## *The Palliser is Calgary*

*You've arrived . . . when you come to the Palliser, Calgary's largest and finest hotel. The best traditions of warm-hearted Western hospitality combine with the last word in modern convenience to make your stay a pleasant one.*

- Newly decorated, beautifully furnished rooms all have radio, TV, bath. Singles \$8.00 and up.
- The Rimrock, with its colorful Western decor, is Calgary's most delightful place to dine. Superb cuisine features tender, juicy Prime Canadian Beef, prepared exactly to your preference.
- The "Big Top" Lounge—gay and lively—is perfect for pre-dinner refreshments or relaxation any time.
- Convenient location puts you in the hub of everything worth doing and seeing. Your Palliser room is only a block from business and shopping in downtown Calgary.
- Free underground parking is provided for guests.
- Before you arrange a business or social event, contact our Sales Department, 266-8951.



**You're Welcome to Come as You Are to**

**THE  
NEW  
PALLISER**

*Canadian Pacific*

Trains/Trucks/Ships/Planes/Hotels/Telecommunications  
WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM



Grain and oil, partners in the buoyant prosperity of Calgary.



Roughnecks pulling pipe on a drilling rig.



IN CALGARY, ALBERTA

**Glenn's MUSIC LIMITED**



PH. 266-3181

"IN THE PARKADE"  
224 - 7th AVE. S.W.

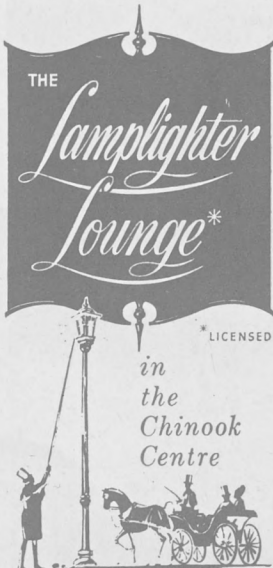
WE CARRY THE LARGEST STOCK  
OF RECORDS IN WESTERN CANADA  
WITH OVER 30,000 TO CHOOSE  
FROM.



SERVING THE WEST FROM TWO LOCATIONS

872 GRANVILLE STREET  
VANCOUVER, B.C.

224 - 7th AVE. S.W.  
CALGARY, ALTA.



*When in Calgary  
dine in  
relaxed friendly  
Surroundings*

\*LICENSED

• • •

DELICIOUS FOOD  
WITH A  
HOME COOKED  
FLAVOR

The CAROLINA offers  
5 Restaurant Locations

**THE CAROLINA**

Chinook Centre  
Featuring the  
Lamplighter Licensed Lounge

**THE CAROLINA**

Downtown  
Banquet Facilities  
619 Centre St. S.

**THE CAROLINA PATIO**

Lower Mall  
Chinook Centre

**THE CAROLINA TERRACE**

Mezzanine Floor  
Chinook Centre

**THE CAROLINA PATIO**

Westbrook Shopping Centre

• • •

Calgary, Alberta



# Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

**BOTTLE SALES** — (Liquor, wines beer). Available through government-controlled outlets only. Locations and hours listed below.

**LICENSED**—The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

**Licensed Premises or Tavern** — Beer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

**Licensed Lounge** — Usually indicates premises where full cocktail facilities are available.

**Dining Lounge** — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

**BEER SALE**—Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as

mentioned above, at all premises showing the sign, licensed.

Sorry if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours, of course) call 269-1677 and we'll be happy to explain the situation.

**Calgary Liquor Stores** — Open Monday thru Saturday.

	AM	PM
3504 - 19 Street S.W.	10:30-11:30	
52 Bowness Shopping Centre	pm 1:30- 9:30	
6121 Macleod Trail	10:30-11:30	
914 - 11 Street S.E.	10:30-11:30	
3111 - 17 Ave. S.E.	pm 1:30- 9:30	
Shopping Centre, 1838 - 14 Ave. N.W.	10:30-11:30	
1716 - Centre Street N.	10:30-11:30	
1140 - 17 Ave. S.W.	10:30-11:30	
826 - 5 Street W.	10:30-11:30	
Shopping Centre, 37 St. and 12 Ave. S.W.	10:30-11:30	
Brentwood Shopping Centre	10:30-11:30	

There's a wide variety of dining lounges and cocktail bars in Calgary. All happy to welcome you "as you are".



# *Photocrafts . . .*

"CALGARY'S TOP CAMERA SHOP AND REPAIR CENTRE"

710 Third Street S.W.

Phone 262-1011

---

DISTRIBUTORS OF  
KODAK, ANSCO, BOLEX, LEICA, NIKON, ZEISS,  
AND OTHER MAKES



Curling, a popular winter sport. Calgary is home of the world's largest curling rink.

## Sports in Calgary

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call 269-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

**ARCHERY:** Phone 255-5042 for full details.

**BADMINTON:** Played all year round in schools, colleges, Y.M.C.A. and Y.W.C.A.

**BASEBALL:** Babe Ruth, Pony and Little League play on regular schedule. Call 269-1677.

**BILLIARDS:** Several fine billiard halls open all year. For locations, call 269-1677.

**BOATING:** Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park.

**BOWLING, FIVE AND TEN PIN:** Thirteen alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations.

**BOWLING, LAWN:** Five superb lawns in the city. Full particulars available through 269-1677.

**BOXING:** Bouts held regularly. Dates and details available at 269-1677.

**CANOEING:** Exceptional canoeing areas. Anyone interested is urged to call John Dicey at 249-4971 or 262-7956.

**CRICKET:** Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 Street N.W. Call Phil Heighton at 277-1574.

**CURLING:** Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where rocks and brooms can be rented. Elbow Valley Curling Rink, Richmond Road and 69 Street S.W., open all summer for curling. Call 242-4494 for reservations and other details. Phone 269-1677 for other particulars.

**DANCING:** Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call 269-1677 for exact details.

**FASTBALL:** Several leagues, men's and women's, play regularly throughout the summer. Details at 269-1677.

**FENCING:** An active fencing club invites your participation. Call Dr. L. G. Cody at 244-2294 for particulars.

**FIELD HOCKEY:** Played regularly during the summer. Get full details by calling Cy Hayes at 263-4567.

—Continued on page 52



# Stampede MOTOR HOTEL

AMPLE FREE PARKING

•  
COFFEE SHOP  
COCKTAIL BAR

•  
GEORGIAN TERRACE  
LICENSED LOUNGE

50 Rooms with Bath and Telephone — TV — Moderate Rates

3828 MACLEOD TRAIL

TEL. 243-5531

No. 2A HIGHWAY SOUTH (1 MILE S. OF STAMPEDE GROUNDS)



Field Hockey — another fascinating spectator sport played during season in Calgary.

COIN COLLECTORS *Welcome to Calgary:*  
DROP IN AND SAY HELLO

## Albern Coins

1224 - 9th AVE. S.E. — CALGARY, ALBERTA

ALBERT WATSON  
RES. PHONE 273-1756

• • • • •

ERNIE WATSON  
RES. PHONE 277-3168



## **SPORTS—Continued from page 50**

**FISHING:** So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

**FLYING:** Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at 277-4048 for details.

**FOOTBALL:** Professional football at its best played in McMahon Stadium during Fall season. High School and Junior schedules provide plenty of football action.

**GOLF—**See page 84 for all details.

**HARNESS RACING—**Sulky racing with pari-mutuel betting. Aug. 3--6 at Victoria Park. Call 269-1677 for details.

**HOCKEY:** Professional and a wide range of amateur leagues operate through the winter. Call 269-1677 for schedules and locations.

**HORSE RACING:** Pari-Mutuel in operation at horse races held on the dates listed below. All races held at Victoria Park.

Friday, May 13-Monday, June 6.

Thursday, July 7-Saturday, July 16.

Thursday, Sept.1-Wednesday, Sept. 14.

**HORSE SHOW:** Several a year, with the finest horse flesh on display. 269-1677 will give you dates and details.

**HUNTING—**See page 92 for full details.

**MOUNTAIN CLIMBING:** Much of the very best is so near—at Calgary. Call 289-7633 for details.

**MOTORCYCLE RACING:** Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—273-5676.

**POLO:** Polo has been played in Calgary since 1912. Call 269-1677 for dates and locations.

**RIDING:** Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at 269-1677.

**ROCK HUNTING:** For details on this fascinating hobby, call Oscar Green at 269-3070 or the Calgary Rock and Lapidary Club, 262-6305 or 288-2147.

**RUGBY:** Amateur league in season. Get details from John Dicey at 249-4971 or 262-7956.

**SKATING:** Many excellent rinks to choose from through winter months. Skates for rent. Natural and artificial ice. Call 269-1677 for locations.

**SHOOTING, TRAP & SKEET:** Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 Street N.E. Call 277-3305.

**SKIING:** Fine skiing facilities are so very near during the winter months. Call 269-1677 for locations and conditions.

**SKIN-DIVING:** Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, 289-3642.

**SQUARE DANCING:** A popular pastime in Calgary. Jamborees and general dances held regularly all year. Call Don Conroy for details—282-2840.

—Continued on page 54

MEMBERS  
OF

IN

CALGARY



THE DINER'S CLUB  
AMERICAN EXPRESS  
DINNER OF THE MONTH



# THE highlander

MOTOR HOTEL

Ph. 289-1964

TWX 610-821-6028

Telex 038-2552

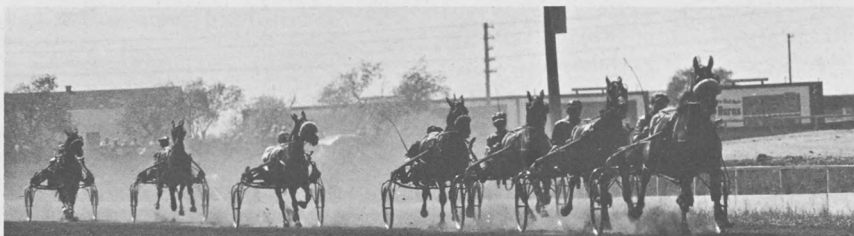
YOU'LL ENJOY YOUR STAY AT

Calgary's Newest Motor Hotel

Rates from \$7.50

*"A Place Ye Canna Forget"*

On The Trans-Canada Highway — 16th Ave. - 17th St. N.W.



Harness racing in season with full pari-mutuel betting has many ardent followers in Calgary.

Cricket, played every weekend during the summer.



# Terrill's Flowers

LIMITED



for 50 years

flowers fresh from our own Greenhouses at 9th Ave. and 16th St. S.E.

273-5626

STORES: 809 - 1st Street S.W.  
Calgary Inn

53

— 24 hr. ordering 273-1777

**SPORTS**—Continued from page 52

**SWIMMING POOLS:** Open 9 a.m. to 10 p.m. Monday through Saturday; Sunday 9 a.m. to 6 p.m. for July and August.

**Acadia**—88 Ave. & Fairmont Drive, S.E.

**Bow View**—5 Ave. & 18 St. N.W.

**Bridgeland**—Just south of General Hospital.

**Forest Lawn**—16 Ave. & 39 St. S.E., Forest Lawn.

**Happy Valley**—5 miles west on No. 1 Highway.

**Highwood**—East of Northmount Dr. & approximately Holmwood Ave.

**Inglewood**—14 St. & 17 Ave. S.E.

**Millican**—70 Ave. & 20A Street S.E., Ogden.

**Mt. Pleasant**—22 Ave. & 6 St. N.W.

**South Calgary**—31 Ave. & 15 St. S.W.

**Stanley Park**—Riverdale Ave. & 4 St. S.W.

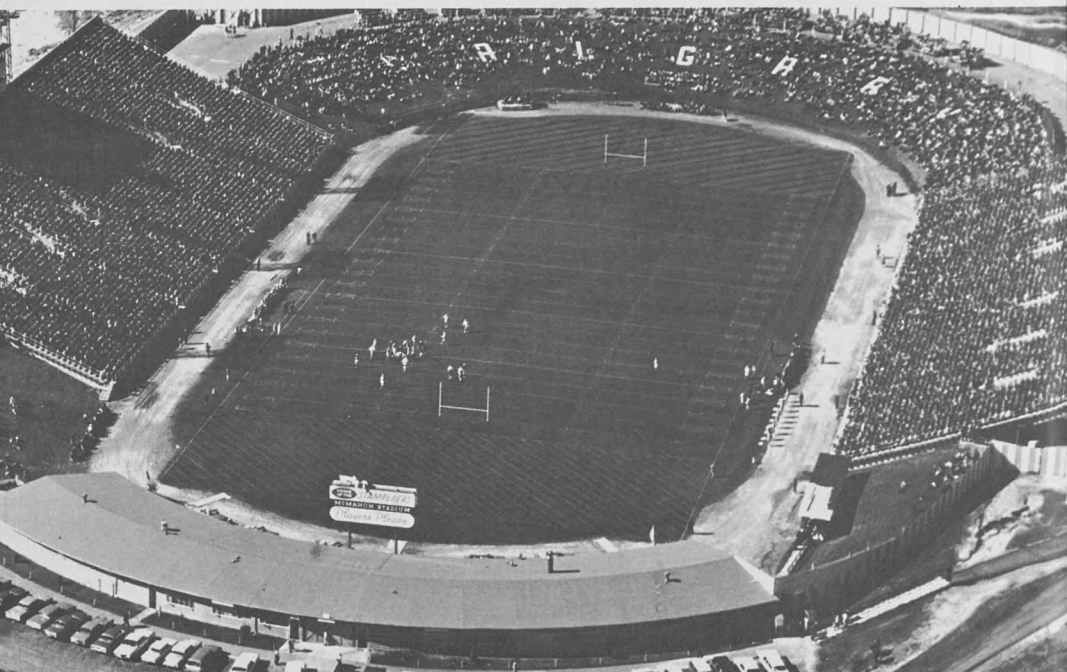
**East Calgary**—In Calgary Brewery Grounds.

**TENNIS:** Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 Street S.W. or telephone 244-5302 or 269-1677.

**WATER SKIING:** See Boating . . . The same locations suitable for water skiing.

**WRESTLING:** Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary, so call 269-1677 for the time and place of scheduled bouts during your visit.

Your favorite sport may possibly have been overlooked. The Calgary Tourist & Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call 269-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!



Pro, college and high school football is one of Calgary's favourite spectator sports.

**You'll Love  
CALGARY**



Its friendly people and cosmopolitan flavor. It's a wonderful place to live, to work, to prosper. When you decide to come to stay — talk to a member of the Calgary Real Estate Board about the home you'd like in any one of our pleasant residential areas. Select your new home from the M.L.S. Album of Photo-listings.



130 Member Offices

**CALGARY REAL ESTATE BOARD CO-OPERATIVE LIMITED**

**6 2 2 - 5 t h A v e n u e W e s t**

**Telephone : 263 - 0530**

## Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to well over 300,000 today, with even pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving through planned areas such as Highfield you see names that are familiar in any part of North America. Firms with home

bases in United States, England, Germany and other countries have established plants in Calgary.

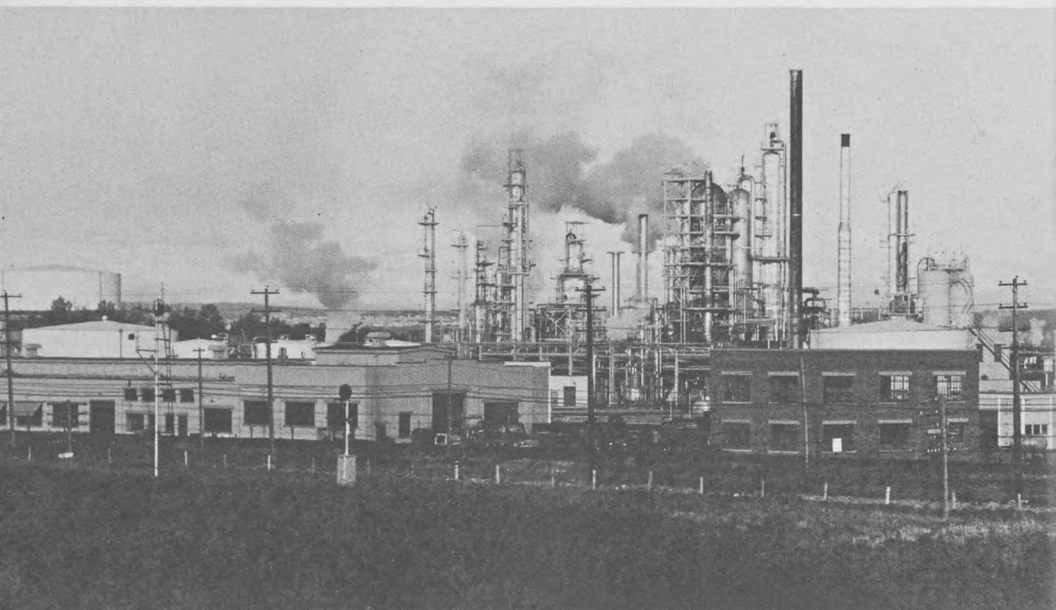
In addition to assistance provided by Ken Ford, the Industrial Co-ordinator, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall, Calgary, Alberta.



Oil refineries are integral part of Calgary's petroleum industry.



# WELCOME to CALGARY

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM



Enjoying a concert in the magnificent Jubilee Auditorium

## Travelling South from Calgary

As you head south from Calgary, on Highway No. 2, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

**The Big Ditch**—Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

**Avenue of Trees**—Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns—a man who planned for the future in a tangible, attractive manner.

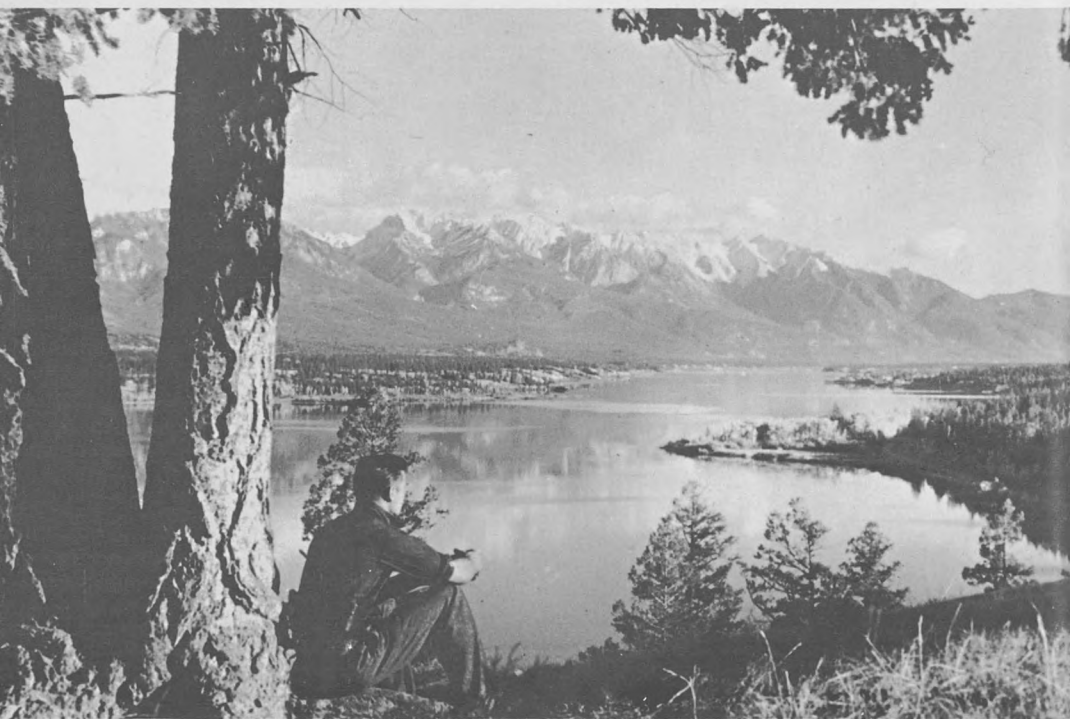
**High River**—Here's a pleasant town with a proud background in the his-

tory of Alberta. A town whose people still observe the warm, friendly traditions of the old west. Camp and picnic facilities, a swimming pool and willingly helpful citizens make a stop here a memorable part of your trip.

**Nanton** — A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop-over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

**Claresholm**—Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere—Claresholm is one of Canada's major ranching centres. Ask anyone—they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

—Continued on page 60



Waterton Lakes National Park is one of the most peaceful, truly beautiful areas in the world.



## ENJOY FIRST CLASS COMFORT IN CALGARY

Conveniently located only 5 minutes from City Centre — yet with plenty of free parking. Directly opposite Canada's largest and most complete shopping centre. Reasonable rates and every convenience.

- Luxurious Captain's Table
- Dancing and entertainment
- Sinbad Dining Lounge
- Heated Swimming Pool
- Coffee Shop
- Free Parking
- Banquet Facilities

# Trade Winds



MOTOR  
HOTEL

MACLEOD TRAIL AND 66 AVENUE SOUTH

For Reservations:

TELEPHONE 252-2211

TELEX 038-2511



The antique train in Calgary's nostalgic Heritage Park runs on schedule.

—Continued from page 58

**Fort Macleod** — Founded by the original North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds and excellent facilities are available at all times.

**Cardston**—The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural

masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds, too.

**Waterton Lakes** — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping are all available in Waterton Lakes.

Stop at the TAP in Nanton.  
Everyone does.



# O.K. Tire Stores (Calgary) Ltd.

CONVENIENTLY LOCATED AT 4115 MACLEOD TRAIL



243-4231

Complete line of  
B. F. GOODRICH TIRES

- All Passenger Recaps
- Repairs
- Front End Alignment
- Wheel Balancing
- 15 Minute Service

"Everything you've dreamed of . . . yours in the Canadian Rockies." —Cameron Lake, west of Waterton Lakes.



## *The* WESTGATE *Motor Hotel* . . . CALGARY'S NEWEST

- 40 NEW 4-STAR UNITS
- COFFEE SHOP . . . DINING ROOM
- FULLY LICENSED LOUNGES
- AMPLE FREE PARKING
- BANQUET & CONVENTION FACILITIES



LOCATED IN CALGARY'S WEST END . . . 10 MIN. FROM DOWNTOWN

1111 - 33rd Street S.W. . . . Phone 249-3181

*On the Banff Coach Rd. leading to and from Banff*





The Drumheller Valley Badlands present a turbulent maze of dolomites, buttes and other formations, known as "Hoodoos", a weird and fascinating area created by wind and water erosion.

## The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favorite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystallized shells and other

interesting souvenirs. You get a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favorite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".

Take "time out" for



Products of

**UNION MILK CO. LTD**



**ALBERTA ICE  
COMPANY LTD.**

*For Information or  
Directions*

Phone 262-2633  
262-7326

**24-HR. SELF-SERVE ICE AVAILABLE AT THE  
FOLLOWING LOCATIONS: (In block or bag)**

Shell Service Station — 9th Ave. & 10th St. S.E.

16th Ave. N.W. (Banff Trail) & 23rd St.

17th Ave. & 11th St. S.W.

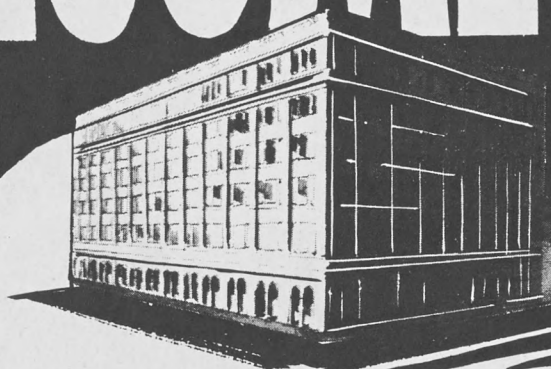
Riverside Blvd. & 6A St. N.E.

BA Service Station — 75th Ave. & Macleod Trail

Engels Shell Service — 37th St. & Banff Coach Rd.

**Crystal Clear, Hard-frozen Party Ice also available at  
Service Stations throughout the City where the Red,  
Yellow and Blue Ice Sign is Displayed**

# WELCOME TO



## CALGARY'S LEADING DEPARTMENT STORE

Calgary's first trading post has grown with the city the past 91 years to become its foremost department store. Located in the heart of downtown Calgary, the Bay has seven floors of merchandise from all over the world, including famous furs and Hudson's Bay Point Blankets, as well as English china and French perfumes.

- The store for everyone in the centre of everything . . . on First Street West between Seventh and Eighth Avenues. During the summer, most tourist buses begin their tours from points near the Bay.

- There's room for over 1,000 cars in the Bay Parkade on Sixth and Seventh Avenues, just a Skywalk away from the Third Floor of the store. Have your car serviced in the Parkade Service station while you shop.

- Stop at the Post Office, conveniently located on the Second Floor of the Bay, to mail the gifts you've bought for friends back home. The friendly staff will explain to you Customs and Postal regulations.

CHINOOK  
RANCH



# OLD CALGARY &

the  ay

## OLD IN YEARS, YOUNG IN OUTLOOK

The Bay has grown mightily since its first fur posts were built on Hudson's Bay nearly three hundred years ago by royal charter of King Charles II. Though it still has about 200 northern stores and trading posts, to most people Hudson's Bay Company means modern department stores . . . "The Bay" in western Canada, "Morgan's" in Ontario and Quebec. In Alberta there are department stores in Edmonton, Red Deer and Banff, as well as Calgary.



### CHINOOK RANCH FOR FOOD

When you're shopping at the Bay, relax with a quick snack or a full course meal in the western atmosphere of the Bay's Sixth Floor cafeteria. There's seating for 600, with a Rangeman's Room for the men, a Rock Garden for the ladies, and lots of family room overlooking the city.

# HATS

BY: STETSON

DOBBS

BORSALINO of ITALY

CHRISTY of ENGLAND

*We also feature*  
**IMPORTED WOOLENS**



## JACK FORMAN'S

HAT & SHIRT SHOP LTD.

327A - 7th Avenue S.W. - Phone 269-1220

BRIAN (RED) DAVIS, PROP.

### HOLIDAY HATS

TARTAN CAPS • STRAWS • FELTS

SPORT SHIRTS  
SLACKS - TIES  
MEN'S WEAR



### WESTERN WEAR

SHIRTS • TIES • BELTS

ACCESSORIES

*Calgary's famous White Hats are our specialty*



A WARM WESTERN WELCOME AWAITS YOU AT

## ANDY'S RESTAURANTS

- CIRCLE INN—Motel Village, 237 Banff Trail  
(Restaurant and Fully Licensed)
- RANCH ROOM—720 16 Avenue N.W.  
(Alberta Blue Brand Beef A Specialty)
- ANDY'S GRILL—110 - 16 Avenue N.W.  
(Family Dining Made A Pleasure)

SPECIAL PANCAKE MENUS AT ALL ANDY'S RESTAURANTS



Trailer living is wonderful in Calgary.



## HAPPY VALLEY TENT & TRAILER PARK



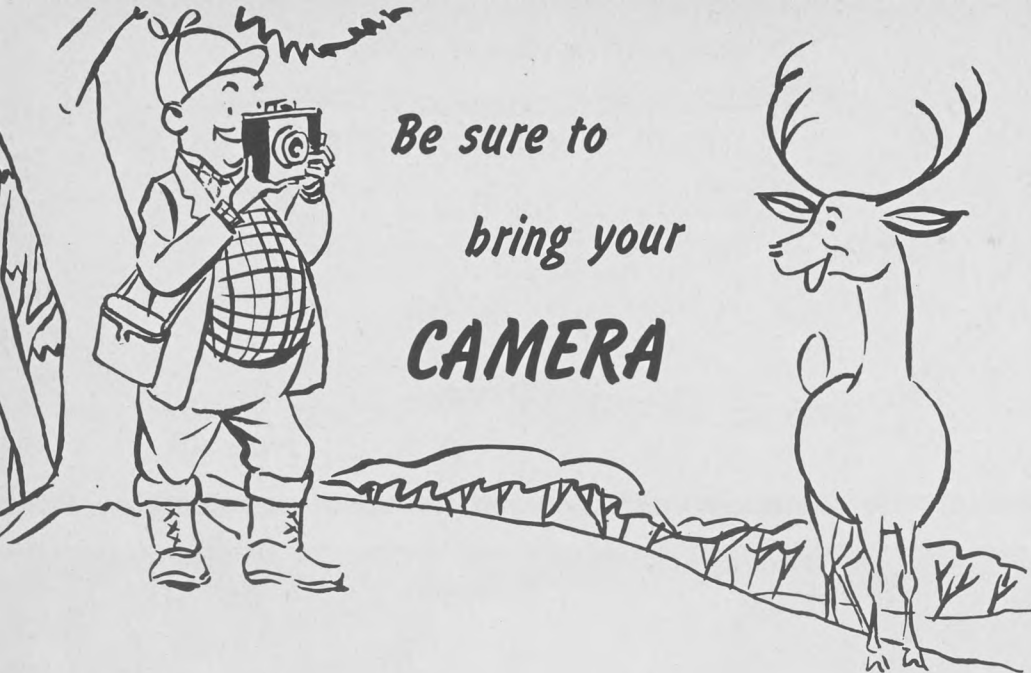
5 MILES WEST ON THE TRANS-CANADA HIGHWAY

- Super Modern Shower and Bathroom Facilities
- Coin Laundry and Ironing Conveniences

PHONE  
**288-5811**

- Numerous Camp and Trailer Sites With or Without Utilities
- Among Trees by River

400 Acres of Picnic and Playgrounds, Indoor and Outdoor Pools, Golf, Horseback Riding, right at your doorstep.



## Travelling North from Calgary

Highway No. 2, arrow straight to the north, leads you through much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many varieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 30,000 people always ready to make you feel right at home.

Those same friendly Red Deer

people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers' haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

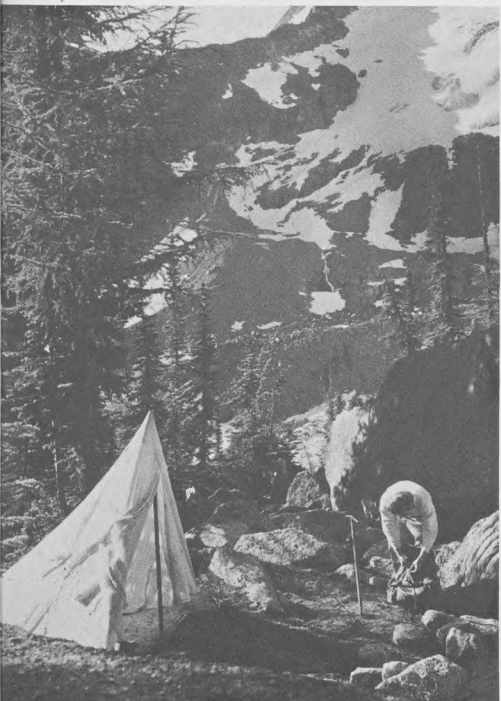
At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!

There's a lot of country to the north. Edmonton, Alberta's Capital, is a booming, busy city of 330,000. Don't miss a visit to The Great Northwest Pioneer Village, 23 miles west of Edmonton on the Jasper Highway. The Peace River country is a broad, fertile farm area, where oil has brought an added buoyancy to the country. Good roads, of course.

"Travel the fascinating Mackenzie Highway to the Northwest Territories. Fantastic scenery and out-of-this-world fishing combine to give any visitor an unforgettable trip. Not for the impulse traveller, mind—gravel roads and once-in-a-while accommodation along the way, etc.—but to the hardy, a tremendous experience."



"Want to be alone? No trouble to find solitude around Calgary."



"Like to try? Lots of mountains for it near Calgary."

CONTINENTAL CUISINE...



LICENSED DINING LOUNGE  
CORNER 25th AVE. & 4th ST. S.W.

Authentic Bavarian Foods

Continental Music

For Dancing

CALGARY'S NEWEST AND MOST  
BEAUTIFUL RESTAURANT  
AND  
LICENSED DINING LOUNGE



Your Good Food Hosts in the  
Central Concessions Building at

**HAPPY VALLEY**

- Dining Room Service with Full Course Meals  
Seven Days a Week
- Hamburgers, Hot Dogs and Quick Snacks at  
the Food Bar
- Picnic Box Lunches of Your Choice
- Barbecue Needs — meats, sauces, charcoal,  
starter fluids, etc., etc.

**ALL IN THE CONCESSION**

- Also Winter-time Food Service at the Ski  
Lodge

**HAPPY VALLEY CATERERS LTD.**

## Travelling East from Calgary

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Strathmore, just 30 miles east of Calgary, is the beginning of the very extensive irrigation system serving the dry areas to the south east. Pleasant people and good visitor amenities provide a welcome stop on your trip.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftain who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. This land, almost desert before irrigation came, now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage. Good fishing in the dam.

Brooks is truly Canada's pheasant headquarters. Huge pens form a

pheasant hatchery, turning out thousands of game birds yearly.

North and east of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Stezeville Provincial Dinosaur Park. Badlands at their "baddest", as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Fowler, one of Canada's leading amateur paleontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

There's a double treat to enjoy at the town of Brooks. Dinny's Cafe, right on the No. 1 highway at the entrance to the town, serves tasty, enjoyable food. Dinny's also features an intriguing little museum of the badlands area. Interesting exhibits of petrified dinosaur bones, trees and other animal life dating back 150 million years are yours to leisurely examine. Make a rest stop at Dinny's.

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried through this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous Suffield development of the Canadian

**Fast Dependable Service**

**PONTIAC**

**BUICK**

**CADILLAC**

**VAUXHALL**

**ACADIAN**

**and Complete Truck Service**

**AUTHORIZED GENERAL  
MOTORS SERVICE  
FACILITIES**

## **Calgary Motor Products Ltd.**

**4th Avenue at 2nd Street W.**

**Phone AM. 6-8841**

**WELCOME TO BROOKS —**

**115 MILES EAST OF CALGARY**

**"GATEWAY TO STEVEVILLE  
PREHISTORIC PARK"**

---

### **DINNY'S RESTAURANT**

**"FEATURING TAKE-OUT SERVICE"**

**and**

### **H. & H. SHELL SERVICE**

**on Trans-Canada Hwy. Brooks**

**TOP QUALITY CAR SERVICE  
WHILE YOU ENJOY**

**BROOKS' BEST RESTAURANT**

**ICE  
CUBED  
ALWAYS  
AVAILABLE  
24-HOUR SERVICE**



---

**Be Sure to Visit Dinny's Fossil House**

**FREE EXHIBIT OF FOSSILS, DINOSAUR  
BONES, ETC.**

**Unusual Dinosaur Bone Jewellery — Souvenirs for Sale**

**Located next to DINNY'S Restaurant  
Trans-Canada Hwy. Brooks**

Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass through the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because cost of turning them off and on ex-

ceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the Place "Saamis", meaning headdress of medicine man. Today, wags affectionately call the city "Pharmaceutical Chapeau".

A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.





A Roundup in the shadow of the Rockies, just west of Calgary.

## Travelling West from Calgary

Calgary, you may have noticed, is located at the precise spot where the broad, flat farm lands become the lush, rolling foothills. As you drive west on the Trans-Canada Highway (No. 1) you will see ranch lands and browsing herds of fine cattle on each side of the road.

Gradually, the foothills gain height as you drive and almost before you know it, you are in the mountains. For a pleasant change, turn off the road to visit the guest ranches along the way. Gate signs tell you where to turn in to the happy, away-from-it-all ranches that offer all the modern amenities.

Just 90 minutes from Calgary, you reach the gates of Banff National Park. A permanent, all year permit (good for any National Park in Canada) is only \$2.00, but a one time trip permit is yours for only 50 cents if desired. Then, once through the gates, you're in the world's finest scenic area.

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountains, wearing their snow shawls even in the warm summer, would be enough for

most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on the smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

Banff the Beautiful awaits your pleasure.

*Banff and the Bow Valley as  
seen from Sulphur Mountain*

## *Visit Banff...*

in the Heart  
of the  
Majestic Rockies!

---

## *Take a Ride...*

on the famous

### **GONDOLA LIFT**

to the top of

### **BANFF SULPHUR MOUNTAIN**



This is the only lift of its type in Canada and the only lift in the area which brings you to the top of a mountain, and as high up as 7,500 feet above sea level.

From Sulphur Mountain you will enjoy a panorama covering a full circle of 360 degrees, with a horizon of mountains and ridges stretching over 90 miles.

Our gondolas are fully glassed in and seat 4 adults. Everybody, from baby to grandmother can go in safety and comfort.

*The Sulphur Mountain Summit Tea  
House, 3,000 feet above Banff.*



As an average, more than 175,000 people take the Gondola Ride per Summer Season. IT IS BANFF'S MOST POPULAR ATTRACTION.

A cosy Tea House, seating 100 people awaits you atop Sulphur Mountain. It offers protection from sun and heat on bright days or from wind and cold at other times.

An organized trip to Banff and up Sulphur Mountain will prove to be a highlight of the entertainment program of your convention.

Please write to:

Banff Sulphur Mountain  
Gondola Lift Company Ltd.,  
Box 1258, Banff, Alta., Canada.



The Bow Valley and Banff Townsite, as seen from Sulphur Mountain, Banff National Park.

## Banff

Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparklingly alive, youngsters of

a wide variety of animals make their wobbly-legged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-to-nature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.

# Canada's Story comes Alive...

at the

## CANADIAN WAX GALLERY

Banff,  
Alberta

From the magical artistry of Josephine  
TUSSAUD and Company of London,  
England. . . .

The explorers who first discovered this  
wide and mighty land . . . .

The far-seeing statesmen who fathered  
Confederation . . . .

The warriors who fought and bled for  
Canada . . . .

The men who authored and attracted millions to the incomparable Calgary  
Stampede . . . .

The Indian Chiefs, the giants of Canadian sports, the Governors-General . . . .

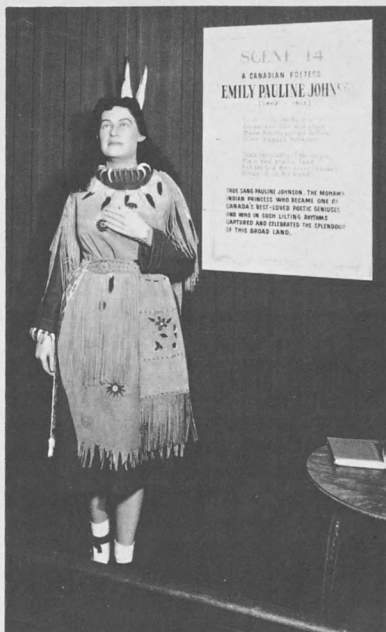
The newest addition — See Alberta's own Johnny Longden, the world's  
winningest jockey with over 6000 victories . . . .

Gathered in a wondrous company, the great men and women of Canada, past  
and present, stand before you, life-size in wax, so realistic you'll swear they're  
ALIVE !

In this Gallery unique for its Canadian content, the famous of other lands also  
stand ready to greet you — Kings and Queens, American Presidents, authors,  
scientists — even the astronaut, Colonel John Glenn.

Photography welcome — over 80 life-size, life-like Wax Figures; 19 beautiful  
artistic scenes; 7,000 square feet of display area.

Such fascinating entertainment — bring the whole family to the CANADIAN  
WAX GALLERY, next to the Cascade Hotel on Banff Avenue, Banff, Alberta.  
Open daily.



The wax figure of Emily Pauline  
Johnson as displayed in the Gallery.

SUMMER HOURS

DAILY — 9 A.M. to 10:30 P.M.



Walking Buffalo, of the Stoney Tribe. The highway from Calgary to Banff passes through Morley Reserve.



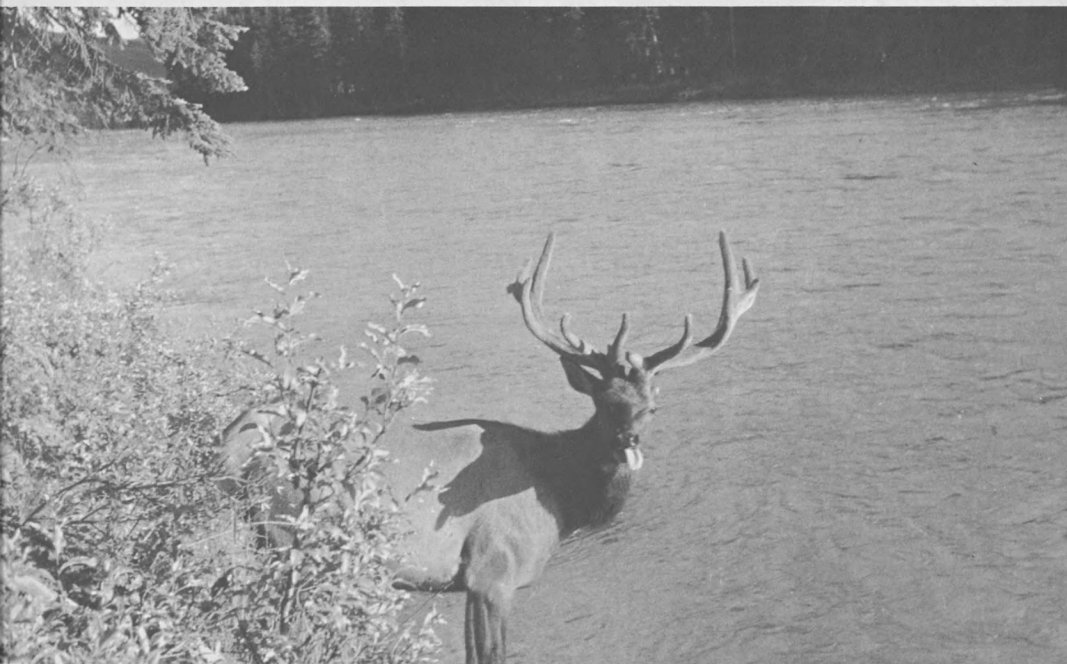
Unbelievable, but true grandeur.



# Scratch's Banff Bungalows



INVITE YOU TO THE  
BEAUTIES OF THE ROCKIES  
LOCATED ON TUNNEL  
MOUNTAIN, 240 FEET  
ABOVE TOWN OF BANFF  
4,748 FEET ABOVE SEA LEVEL  
ENJOY AN OPEN FIREPLACE  
P.O. BOX 519 BANFF  
PHONE 762-3544



"The same to you, buster".

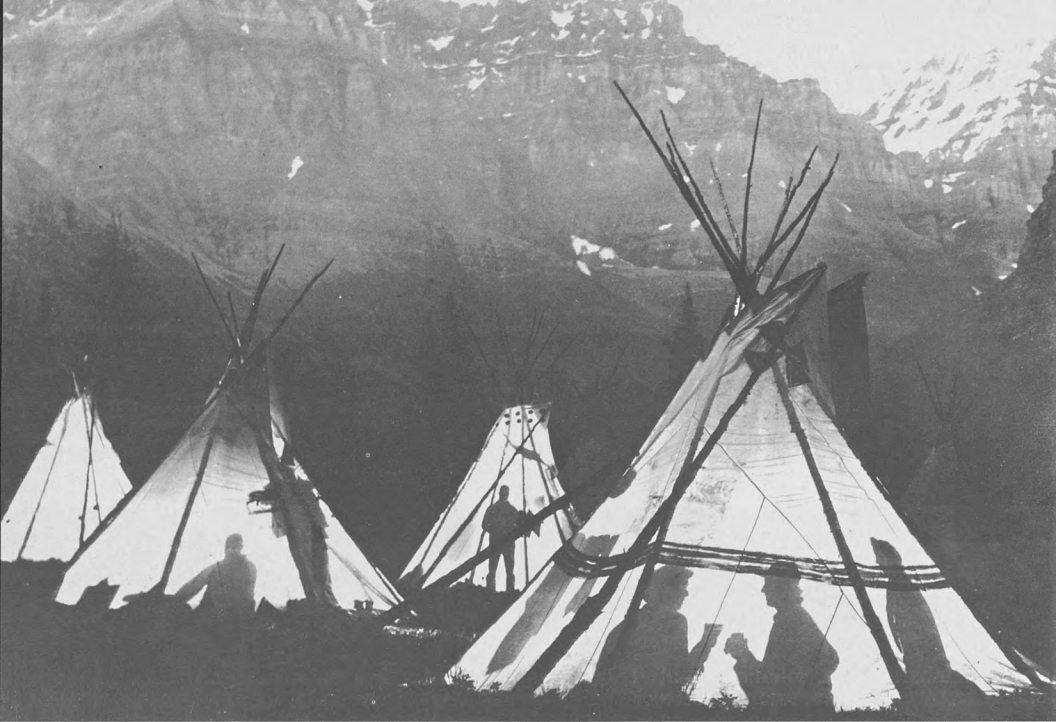
**In Banff It's**  
**THE HOMESTEAD HOTEL**  
**AND DINING ROOM**

**And Directly Across the Street**  
**THE NEW GAMMON MOTEL**

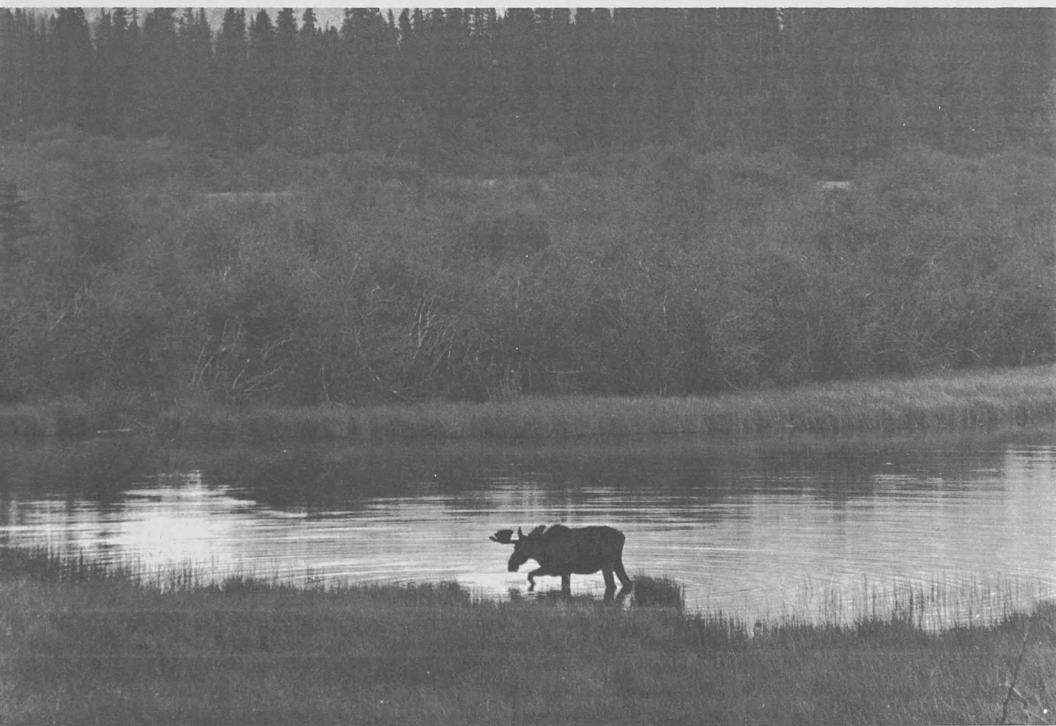
54 Units — With Combination Tub and Shower  
Ample Parking — Town Centre Location

Phone 762-3344 - 762-2151

E. E. Gammon, Prop.



Trail riders camp for the night in superb surroundings.



A sight you often see in the Rocky Mountain playgrounds.



*Ride the newest  
Lift in*  
**BANFF**

on  
**MOUNT NORQUAY**  
right off the  
**Trans-Canada Highway**  
Enjoy  
**Banff's most scenic view!**



**THE TIMBERLINE** *Motor Hotel*  
*Trans-Canada Highway, Banff*

A visitor's paradise nestled deep in Canada's finest scenery. Popular year-round as a cozy resort, the Timberline Hotel\* offers comfortable rooms, suites and bed-sitting rooms. Ideal for the visitor who wants to relax away from city traffic and noise, the Timberline is only about an hour's drive from Calgary, or can be easily reached by Canadian Pacific Railway. Reservations — Call Calgary 266-5004.



Lake Louise in the summer sun.

## Lake Louise

The Scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

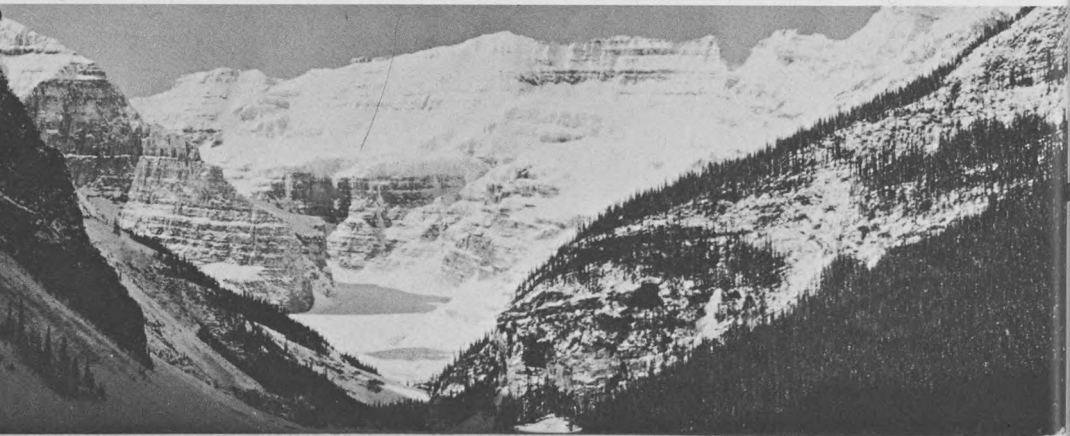
Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.

Lake Louise in her winter beauty.





## At Lake Louise Ride the World's Longest Sedan Lift

In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with world-famous Lake Louise in the center.

**NORTH SIDE OF TRANS-CANADA  
HIGHWAY  
200 YARDS EAST OF THE  
PIPESTONE RIVER BRIDGE**

UNIQUE VIEW OF LAKE LOUISE  
TWENTY MINUTE ASCENT OF 2 MILES  
COMPLETELY ENCLOSED TWO AND  
THREE PASSENGER SEDANS  
SCENIC HIKES  
MOUNTAIN COFFEE SHOP  
COIN BINOCULARS

**TREMENDOUS SKIING FROM DECEMBER TO MAY**



*VISIT THE*



## *Canadian Rockies*

**Year 'round Sightseeing Trips and Taxi Service**

**Park Your Car and Take a Sightseeing Bus**

**Daily Trips To All Ski Areas**

**BREWSTER-ROCKY MOUNTAIN-GRAYLINE LTD.**

Telephone 762 - 3366

Banff, Alberta



## Currency Exchange

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is pegged at 92½ cents to the U.S. dollar. This gives American citizens a decided premium on their vacation spending. AS NOT ALL PLACES OF BUSINESS OBSERVE THE FULL EXCHANGE RATE, WE URGE YOU TO VISIT THE NEAREST BRANCH OF THE BANKS LISTED BELOW. YOU WILL RECEIVE THE ENTIRE EXCHANGE RATE WITH PROMPT AND COURTEOUS ATTENTION AT ALL TIMES.

Canadian Imperial Bank  
of Commerce

309 - 8 Ave. S.W. .... 266-7251

Bank of Montreal

140 - 8 Ave. S.W. .... 266-8701

Bank of Nova Scotia

125 - 8 Ave. S.W. .... 263-1810

Royal Bank of Canada

411 - 8 Ave. S.W. .... 266-8751

Toronto-Dominion Bank

114 - 8 Ave. S.W. .... 269-5541



# There's a good reason why more people bank at the Commerce

They've found their local Bank of Commerce branch to be staffed with friendly, efficient people. These qualities of friendliness and efficiency add up to finer service. It's as simple as that.

Isn't finer service what you want, too?

## CANADIAN IMPERIAL BANK OF COMMERCE

Over 1300 branches to serve you



A view of the interior of a local Calgary bank during Stampede week. Note the little old lady patting the ponies in the left of the picture with a bank officer changing straw in the background.

## Golf in Calgary

The Calgary area, with gently rolling foothills, lush foliage and plenty of good grass, is ideally suited for good golf course layouts. There are eleven courses in Calgary, five of which are private clubs, six open to the public. When you want to work out the kinks of driving the car, you'll find a game of golf ideal. Listed below are the courses open to green fee players.

Bowness Golf Club—Bowness

Highland Golf Club—4304 4 St. N.W.

Inglewood Golf & Country Club—  
East Calgary

Mayview Golf & Country Club—  
Bragg Creek Road

Regal Golf Club—6 St. & 24 Ave. N.E.

Shaganappi Golf Course —  
12 Ave. & 26 St. S.W.

### PITCH AND PUTT—

For those who haven't time for a full game, yet want to keep their hand in, a pitch and putt course is the answer. Velvet smooth grass greens, and a terrain just difficult enough to be interesting. Clubs included in the very nominal green fees:

Par 3 Golf—At Amylorne Motel,  
No. 2 Highway South

Happy Valley—5 miles west on  
No. 1 Highway

Golfland—East of Cushing Bridge

### DRIVING RANGES —

Always popular, driving ranges make it easy for you to keep in practise as well as giving you a chance to iron out those annoying hooks or slices. Two excellent driving ranges are within easy driving distance:

Happy Valley—5 miles west on  
No. 1 Highway

Golfland—East of Cushing Bridge

### MINIATURE GOLF—

Even the kids enjoy miniature golf, while Mom and Dad can sharpen up their putting. Three miniature courses in Calgary:

Bowness Miniature Golf—  
Bowness Park, Bowness

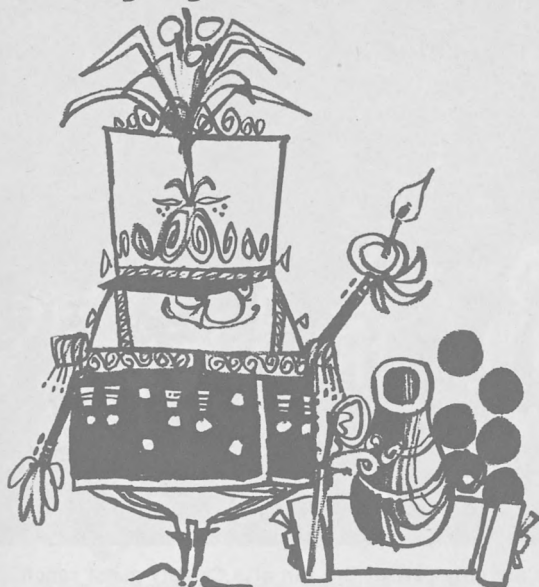
Happy Valley—5 miles west on  
No. 1 Highway

Golfland—East of Cushing Bridge

Action in the 1965 Pro-Am Tournament played on the magnificent Willow Park Golf and Country Club Course.



# Calgary's "Action Stations" Salute You!



Welcome, visitors . . . to the wonderful world of action, entertainment and information you discover daily on:



Superb shooting in the Calgary Area



Trail rides are only part of the fun at a Calgary guest ranch.

## Guest Ranches

There's real western entertainment awaiting you at the many guest ranches and riding stables in the Calgary area. You can take exciting trail rides, real waker-upper breakfast rides, leisurely canters through tremendous country, or relax and watch real cowhands at work.

As suggestions, listed below are some of the low-cost, high-fun ranches and riding spots in the area.

**RIDING** — Happy Valley, Riding, trail rides, breakfast rides, all at nominal cost. Phone 242-9163. Five miles west of the City on No. 1 Highway.

### GUEST RANCHES—

**Rafter Six** — Full guest privileges in modern accommodation. All the pleasure of a real ranch, with the Guinn's as your friendly hosts. Forty miles west of Calgary on the No. 1 Highway. Watch for the sign over the gate. For details, write Rafter Six Ranch, Seebe, Alberta, Ph. YR2-3343.

**Diamond Cross**—Located on Trans-Canada Highway only an hour's drive from Calgary. Reasonable rates, American plan. Good horses and guides. Pleasant accommodation and food, superb mountain scenery. Riding by the hour if desired. Write hosts Al and Mary Nordlund at Seebe, Alberta, Phone 104 or 112, Exshaw.

### CHILDREN'S RANCHES—

For small fry, 6 - 16. Complete supervision, with complete ranch facilities. A perfect place for the children to enjoy a week or month at nominal cost.

**Blue Haven**—12 miles south of Calgary on No. 2 Highway. Phone 1617 Okotoks or write Helen & Dick England, De Winton, Alberta.

**Silver Creek Ranch**—In lovely Water Valley, 55 miles northwest of Calgary. Phone 243-4929 Calgary, or write the H. K. Roessinghs at 540 - 49 Ave. S.W., Calgary, Alta.

Brochures, locations, rates, other details always available from the White Hatters, Hospitality Centre, Mewata Park, Calgary. Telephone 269-1677.





to eat as much as you like when you visit his famous buffet supper. There are more than 80 delicious dishes from which to choose and you can help yourself to as much as you like of whatever you please — all for one reasonable fee.

**Barney's**  
**The Stampeder Hotel**  
 MACLEOD TRAIL — CALGARY  
 RESERVATIONS: 262-3311

RELAXING,  
 COUNTRY CLUB  
 ATMOSPHERE

**GUVNOR'S**  
**GRILL**  
 CALGARY  
 ALBERTA

- Specialists in Delicious Sea Foods and Steaks
- Licensed Lounge
- Restful Surroundings

CENTRAL DOWNTOWN LOCATION ...  
 in the Royalite Building ...  
 7th Ave. & 2nd Str. S.W. CALGARY

PHONE 269-7890



Outdoor living as it should be.

**'elbow**  
**room'**



RELAX ... down by the river-side. Elegant Park-like setting. Tasty Meals - **STEAKS, PRIME RIBS, BUSINESS LUNCHEON SPECIALS.**

Diner's Delight-Morning, Noon or Night! Opposite Stampede Grounds.



**Elbow**  
 LODGE  
 MOTOR HOTEL

2 ST. & 19 AVE. S.E. PHONE 269-6771  
 IN EDMONTON — IT'S THE GREENBRIER



## Postal Rates

Visitors to Canada are reminded that Canadian Postage Stamps must be used on all mail posted in Canada.

	LETTERS	POST CARDS
Canada	4¢ first ounce	4¢ each
Local Delivery	2¢ each additional ounce	
Other Offices	5¢ first ounce	4¢ each
	3¢ each additional ounce	
United States, and all other places in North and South America	5¢ first ounce	4¢ each
	3¢ each additional ounce	
Great Britain, the Commonwealth, France and Spain	5¢ first ounce	4¢ each
	3¢ each additional ounce	
Other Countries	10¢ first ounce	6¢ each
	6¢ each additional ounce	

### AIR MAIL Letters and Post Cards to UNITED STATES:

8¢ for the first ounce; 6¢ for each additional ounce, or fraction of an ounce. For rates of Postage on other classes of mail, please enquire at the Local Post Office. The Postmaster will be only too pleased to assist you.

—CANADA POST OFFICE.



A brief glimpse of the interesting Pioneer Historical Museum in friendly Medicine Hat.

## Historic Sites

By HUGH A. DEMPSEY

Archivist, Glenbow Foundation

Calgary has played an important part in the colourful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the original fort in east Calgary and a cairn on the grounds of the public library. The cairn shown above can be seen at the northeast corner of 9 Avenue and 6 Street S.E.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision, which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first



A scene from the Luxton Museum in Banff.

cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.

In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of Historic Sites in Alberta. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many

stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

Heritage Park has been created to keep the history of the west alive. Here, you can wander at your leisure, visiting authentic buildings of the late 1900's. Open daily during summer months.

Glenbow museum, on the corner of 7 Ave. and 5 St. S.W. also displays much of the history of the Calgary area in a comprehensive and interesting manner. Open daily except Monday all year.

The Horseman's Hall of Fame, in the Calgary Brewery grounds at 9th Ave. and 15 St. S.E., open every day of the year and free, provides visitors with a first hand glimpse of many events of the interesting history of the Calgary area. You will find this a delightful stop on your trip.

Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for yourself.

Even the girls enjoy fishing  
around Calgary.



*Everybody's Favorite!*



THE BEST IN FINE CANADIAN FOOD

SMITTY'S PANCAKE HOUSE

60th AVENUE & MACLEOD TRAIL

CALGARY, ALBERTA

PHONE 255-5808





# Hunting From Calgary

## BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

- Antelope
- Caribou (Woodland)
- Bear (Black and Grizzly)
- Deer (Mule)
- Elk
- Mountain Goat
- Big Horn Sheep
- Moose

Guides are required. For full information write to the following who as a member of Alberta Outfitters Association, will supply you with full details as to rates, seasons, etc.:

Alvin Guinn, Seebe, Alberta.

Calgary, the hub for every type of transportation, centres an area of fine

game hunting. Details of regulations are also available at any time from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

## WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available through the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary, Alta.



For your greater Comfort, Convenience and Enjoyment . . .

A pool and roof garden, heated parking, drive-in registration, year round air conditioning, specialty dining room, coffee shop, tavern and bar, children free (if occupy same room as parents), baby beds, baby sitters, kennels — situated next to city's tallest building . . . stop and enjoy Holiday Hospitality.



**Holiday Inn®**

**OF DOWNTOWN CALGARY**

**708 - 8th Avenue South West**

**CALGARY, ALBERTA**

**Holidex and Telex 038-2337**



Shooting at its best.

*the New*

## **AMBASSADOR MOTEL**

*"Calgary's Finest"*

- 60 DELUXE UNITS
- NEAR GOLF COURSE
- 5 MINS. TO DOWNTOWN
- HEATED SWIMMING POOL
- 100% FIREPROOF
- TELEPHONES
- FREE TV
- SOME KITCHENETTES



*Owned and operated by Mike and Jean Perozni*

**LOCATED ON TRANS-CANADA HIGHWAY**

**802 - 16th AVE. N.E.**



**PHONE 276-2271**

## Calgary - Canada's Colorful Convention Centre

Calgary offers convention groups unique, pleasant convention facilities the equal of many large cities. Not only several modern convention hotels and meeting premises that suit both large and small groups, but unusual facilities for business and pleasure trips make a resultful conference easy in Calgary.

The warm western hospitality that prevails at conventions in Calgary is genuine, a result of the firm determination of Calgarians to hold to the friendly traditions of the old west. Barbecue parties, old west nights, typical western entertainment, gives the social side of a convention an excitingly different touch. Easily arranged trips to the mountain playground as pre, mid or post convention breaks give a holiday from the work sessions rarely duplicated in any other city. Field trips to oil fields,

sulphur plants, ranches, master farms, hydro developments and other interests become an integral part of any convention when desired.

Daily airline flights from all parts of the world, main line railway and bus connections, superb roads for driving, all combine to make it so quick and easy to reach Calgary. The Calgary Tourist & Convention Association is always happy to provide — no charge — competent assistance in planning and staging successful conventions. Should you contemplate a convention city that has everything, take a close look at Calgary. The Calgary Tourist & Convention Association is always pleased and willing to provide full and exact details at any time. Just write them at Hospitality Centre, Mewata Park — and prepare to attend an unforgettable conference in Calgary — The Living West.

Hospitality — Calgary style



*You'll Sleep like a King at*

*The Newly Renovated*

## BOWNESS HOTEL

FIFTEEN MINUTES FROM DOWNTOWN CALGARY  
JUST AROUND THE CORNER FROM NO. 1 HIGHWAY  
PRIVATE BATH IN EVERY ROOM. AMPLE FREE PARKING. FULL DINING FACILITIES  
LICENSED PREMISES

### BOWNESS HOTEL

6404 MAIN STREET, BOWNESS (ON No. 8 HWY. WEST) — PHONE 288-4421



Make your own adventure. It's all around the Calgary area.

*"Meet me in St. Louis"*

## HOTEL

• DOWNTOWN •

430 - 8th AVE. S.E. • • CALGARY, ALBERTA

GOOD  
ROOMS

FREE  
PARKING

SENSIBLE  
RATES

*"We Specialize in good food"*

Phone 262-6341

Phone 262-6341



## Local Crafts

Visitors to Calgary have a wide variety of souvenirs and crafts available as lasting and practical mementos of the visit. Many of the items are available only in Calgary and are surprisingly modest in cost.

Gift shops and counters in all areas of the city carry locally crafted souvenirs. Several shops specialize in only such items. The list below will serve as a handy guide as to what is available, and any White Hatter Hospitality House will gladly advise where the various products can be found.

Indian leather work, tomahawks, spears, purses, and unique gift items covering a wide range.

Wood carvings from the simple to the magnificent.

Most unusual Dinosaur bone jewellery and gifts, as well as native gem items.

Turned pottery and ceramic wares, many one-of-a-kind.

Gaily colored plaited rugs, genuine bearskin, deer and moosehide rugs.

Miniature chuck-wagons, white hat ash trays, and dinosaur models.

Individual design note paper and envelopes, mounted animals and birds.

Glassware in a wealth of designs, silver jewellery, and distinctive bolo ties.

The list is too long to itemize here, but a browse around the handicraft stores and counters can be one of the most satisfying aspects of your Canadian vacation.



*The symbol of good baking*



**g6**

**GENERAL  
BAKERIES**

**PHONE 255-7761**

*Enjoy Dinner Dancing  
at*

# **Barney's STEAK ROOM**



Discover Calgary's most convenient downtown rendezvous soon. Enjoy guaranteed steaks and prime beef cuts of unrivalled quality while you relax to the pleasant music of the city's leading dance groups. Dancing from 8 p.m. Fridays and Saturdays. No cover charge.



**LOCATED DOWNTOWN IN THE**

# **HOTEL WALES**

**FULL RESTAURANT & COFFEE SHOP  
FACILITIES**

**709 - 2nd Street S.W.**

**Reservations: 262-3311**



## Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.

### AIRLINES

**Canadian Pacific Airlines** — Daily flights to Vancouver. Connections to main line flights. Ph. 263-5410.

**Pacific Western Airlines** — Weekday flights to Edmonton, offering connections to all northern points. Ph. 269-3003.

**Air-Canada Airlines** — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Ph. 266-7431.

**Western Airlines**—Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Ph. 277-0176.

**West Coast Airlines** — Daily direct flights to Spokane, Seattle and Pacific Coast cities. Ph. 277-0755.

**Charter Air Service** — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

**Aircraft Maintenance**—Modern facilities, for those who fly their own, always available in Calgary. All particulars available at the airport terminal of McCall Field.

### RAILWAYS

**Canadian National Railway** — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone 266-5817 for schedules and other details required.

**Canadian Pacific Railway** — Mainline service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or through the mountains to Vancouver. Phone 266-9265 any time for schedules and rates.

### BUS SERVICES

**Greyhound Lines** — Continental service daily in super bus equipment. Through the Rockies, connections at border points to all parts of U.S., east through all of Canada or north to Edmonton in comfortable, safe buses. Phone 262-2131 for schedules, fares, etc.

**Cardinal Coach Lines** — Daily schedule connecting many rural areas. Call 266-5658.

**Calgary Gray Line** — Charter and sightseeing bus service. During summer months regular tours through the many colorful Calgary attractions. Charter bus service any time of the year. Phone 266-5658 for all details.

### CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call 266-3028 for schedules and routes.

# OPENING EARLY 1966

## AT THE AIRPORT

- Licensed Dining Room
- Ample Parking (No Charge)
- Coffee Shop
- Health Spa and Steam Rooms



48th Avenue and 4th Street N.E.

Phone 276-3391, Area Code 403

LUXURIOUS ACCOMMODATION FROM \$8.00 UP

FREE LIMOUSINE SERVICE FOR GUESTS TO AND FROM THE AIRPORT  
24 HOURS DAILY



High country adventure roads within 50 miles of Calgary

## Shopping Information

Calgary is a major shopping centre. There is a wide variety of department stores, quaint shoppes, specialty stores and shopping outlets distinctive to the background of the city.

Competition keeps prices reasonable, stocks large and varied. Visitors are welcome in any Calgary store "as you are", and full exchange is given on U.S. and other currencies. You will notice in particular that sales personnel are polite, attentive and always willing to assist browsers and buyers alike.

UNITED STATES visitors in Canada more than 48 hours may take home \$100.00 worth of merchandise for

personal or household use. Material purchased which is not convenient to carry (chinaware, woollens, etc.) are easily forwarded to your home address.

On pages 117 - 127 you will find the name, address and particulars of reputable business places. You can shop with confidence at any of those listed. Bet you find shopping in Calgary not only economical, but real fun.

**PLEASE NOTE** — Should you find any unpleasant or unscrupulous place of business in Calgary, please call the Calgary Tourist and Convention Association at once (phone 269-1677) for prompt redress on the matter.

Shopping at its best is a favourite pastime for Calgary visitors.



# HI STRANGER! DIAL 96

*you'll like it!*



"EVERYTHING  
FOR THE TALL GIRL"

DOWNSTAIRS  
239 - 8th AVE. S.W.  
263 - 8772

OPEN THURSDAYS AND FRIDAYS  
TILL 9:00 P.M.



You can "get your man" on film.

101 SAY YOU SAW IT IN THE GUIDE



## Photo Credits

Calgary White Hatters gratefully acknowledges the assistance of the following individuals and companies who have provided the interesting photographs used in this publication.

AIR CANADA

ALBERTA GOVERNMENT TRAVEL BUREAU

BANFF SULPHUR MOUNTAIN GONDOLA

CALGARY ALBERTAN

CALGARY HERALD

CALGARY EXHIBITION AND STAMPEDE

CALGARY GRAY LINE TOURS

CANADIAN GOVERNMENT TRAVEL BUREAU

CALGARY ZOOLOGICAL SOCIETY

CANADIAN PACIFIC RAILWAY

CANADIAN NATIONAL RAILWAY

CITY OF CALGARY

CHCT-TV

CFCN-TV

DUFFOTO PROCESS LIMITED

DeLORME PHOTOGRAPHY LIMITED

GLENBOW FOUNDATION

NORM HENDRICKS

IMPERIAL OIL LIMITED

FRED KOBSTED

LAKE LOUISE-WHITEHORN SEDAN LIFT

MATHEWS STUDIO & PHOTO LAB.

NATIONAL FILM BOARD

PETRIGO OF CALGARY

SHIPLEY PHOTO SERVICE

WESTERN AIRLINES

WESTERN CANADA GREYHOUND LINES



Calgary — the city that grows as you watch



# A & W

## DRIVE-INS



PHONE - 264-1330

FOR DELIVERY TO YOUR DOOR

OR

VISIT ONE OF THE LOCATIONS IN YOUR AREA

- 7118 MACLEOD TRAIL
- 2120 KENSINGTON ROAD
- 2407 - 4th ST. S.W.
- 2510 CENTRE ST. NORTH
- 3916 - 17th AVE. S.W.
- 3920 - 17th AVE. S.E. (Forest Lawn)

Family fun comes easy in Calgary.





Beauty and serenity are only short miles away from the downtown excitement of metropolitan Calgary.

TOURISTS • CONVENTIONEERS

STEAKS

STEAKS

STEAKS

STEAKS

STEAKS

STEAKS

Open Every Day

**MR. MIKE'S** **CHAR-BROILED STEAKS** 29¢

Phone 262-2528

- 235 - 8 AVE., S.W. — CALGARY
- 911 - Granville St., Vancouver 2, B.C.
- 1740 - Douglas St., Victoria, B.C.



#### IMPORTED BRITISH WOOLLENS

- Cashmere sweaters — a vast selection— Braemar, Hogg of Hawick, Pringle and Lyle & Scott.
- Burberry topcoats, Chester Barrie suits and coats, Liberty blouses and pure silk scarves, County Sports of London knit suits.
- Canadian hand-woven skirts — Madawaska weavers.

#### DIRECT IMPORTERS

818 - First Street S.W.

Half Block North of Palliser

Phone 262-5327



*Come to the Calgary Inn,  
a most comfortable hotel  
right in the heart of town.*

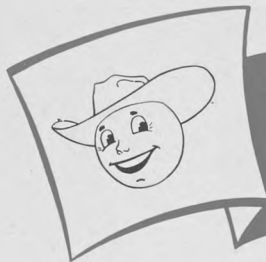
You'll like the Calgary Inn, there's a lot of little extras in this fine downtown hotel to add to your comfort and convenience . . .

- Free Ice just outside your room
- Individual heat and air-conditioning controls
- Extra long, extra wide beds
- 318 spacious guest rooms
- Free underground parking
- Heated swimming pool and patio
- Elegant dining in the Owl's Nest
- The Grill for meals-in-a-moment
- Flexible and complete convention facilities
- Special Family Plan
- Rates from \$10

*the Calgary Inn*

FOURTH AVENUE WEST AT THIRD STREET

HOTEL CORPORATION OF AMERICA  
AND  
WESTERN INTERNATIONAL HOTELS  
ONE WORLD OF FINE HOTELS



## Points of Interest

Calgary has an amazing variety of attractions to offer. Whatever your personal interest may be, odds are heavily in favor of you finding it in the colorful Cow-Town.

Don't take our word for it—see them for yourself and know why Calgary has long been a pleasant portion of every enjoyable vacation.

For complete enjoyment of the city, park your car and take a tour bus. Calgary Gray Line run five tours daily (full details in ad on opposite page). **HERE'S WHAT TO LOOK FOR IN CALGARY —**

### **CALGARY EXHIBITION & STAMPEDE GROUNDS —**

**Victoria Park—17 Ave. & 2 St. S.E.**

Home of the "Greatest Outdoor Show on Earth", the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

### **READER ROCK GARDENS —**

**26 Ave. & 2 Street S.E.**

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

### **CALGARY STOCKYARDS —**

**21 Ave. at 12 Street S.E.**

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Nearly 100 million dollars a year in stock passes through the Calgary Stockyards. For a most unusual pleasure, sit in on the Daily Cattle auction at 10 a.m. every weekday.

### **CALGARY INTERNATIONAL AIRPORT—McCALL FIELD —**

**Airport Road**

Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent, with facilities to handle the biggest jets now flying.

### **BREWERY AQUARIUM —**

**9 Ave. & 15 Street S.E.**

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank. Open every day of the year and always free.





All tours leave  
from  
Greyhound Terminal  
7 Ave. & 1st St. S.W.



### TOURS

DISCOVER CALGARY BY SIGHT-SEEING BUS

For tour times, prices, and closest  
pick up point, check with your hotel or  
motel clerk or phone:

TERMINAL 262-2131

OFFICE 266-5658

**CALGARY GRAY LINE LIMITED**

129 - 1 AVE. S.W.

CALGARY, ALBERTA



Children  
under 16  
Free if accompanied  
by parents

Wild geese cloud the Alberta skies during the hunting season.



In Calgary — You'll Meet The Nicest People At:

*Sales*



*Service*

**KANE'S HONDA CENTRE**

119 - 17 AVE. S.W. . . . PHONE 269-8577

CALGARY, ALBERTA, CANADA



## Points of Interest

### **BREWERY GARDENS & HATCHERY —**

**9 Ave. at 15 Street S.E.**

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Free every day of the week.

### **HERITAGE PARK —**

**Glenmore Park—82 Ave. S.W.**

The true Old West is here for your pleasure. Authentic buildings of the early days in the Canadian west, each in operation just as many years ago. A Blacksmith Shop, complete to the working "Smithie"; a little Red School House, complete with outdoor "biffies"; a genuine General Store; Log Church; Carriage House, with horses in the stalls; a homesteader's Sod Shanty, complete to the last cooking utensil; an Indian Village; even a Stockaded Wall for the youngsters to play in — and so much more. Only a quarter admission for adults, kids free if accompanied. Don't miss it!

### **CALGARY ZOO —**

**St. George's Island**

Canada's largest, with over 1400 live exhibits. Educational yet easy to enjoy, the Zoo continues to grow every month. There are hundreds of most unusual exhibits. Recently received are a pair of camels, an adorable pair of baby gorillas, just to

mention a couple. Visitors find so many fascinating exhibits it's hard to know where to start. The ant-eater, "Sir Antsalot"; the baby elephant, "Gyro"; the talking myna bird, "Jackie"; the penguin twins, "Snow and Bank"; all the fun of a well-planned zoo is yours every day. Of particular interest is the kiddies' section, where special "Zoooperintendents" are on hand to help youngsters meet animals their own age on a person-to-animal basis. Don't miss the Zoo, and don't fail to take your camera and lots of film.

### **CALGARY NATURAL HISTORY PARK —**

**St. George's Island**

The history of time unfurls in dramatic fashion at the "Dinosaur Park". You enter under the wings of a faithful reproduction of a Pterandon, a creature that weighed only 67 pounds but had a wing-spread of 27 feet. Every creature you've read and heard about is depicted, in real life size. "Dinny", the Brontosaurus, all 120 tons of him, joins with the diminutive Dawn Horse in creating a never-never land for you and your camera.

### **GLENBOW MUSEUM —**

On the corner of 7th Avenue & 5th Street S.W. the Glenbow Museum can provide hours of enjoyment. Exotic carvings and ceramics from around the world; war trophies and equipment of two great wars; one of the greatest gun collections in existence; eskimo art and Indian artifacts; hundreds of other items right from the pages of history, with emphasis on the western Canadian way of life over the years. No trip to Calgary is complete without a visit to this museum. In fact, with the constant addition of new displays, repeat trips are common place. Open every day but Monday, with only a modest admission charge.

16 Modern Units — Mountain View

# GREEN GARDENS

motel & trailer court

Moderate Rates

15 Minutes to City Centre

Comfort and Privacy

3211 - 17 Ave. S.E., Forest Lawn

Calgary

Phone BR 2-3317



Rehearsal at Jubilee Auditorium.



## WELCOME TO CALGARY

TAKE PRIDE — ENJOY A CLEAN RIDE

We offer you a complete soft water car wash service

- SPRAWAX TREATMENT
- GAS AND OIL
- TAR REMOVAL
- MOTOR STEAM

Use your ESSO Credit Card for any purchase

## KWIK KAR WASH

718 - 17th Ave. S.W.

Phone 263-4017

8 blks west of the main entrance of the Stampede Grounds



## Points of Interest

### **RILEY PARK — Between 9A & 12 Street N.W. at 5 Ave. N.W.**

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

### **UNIVERSITY OF CALGARY — 26 Ave. & 26 Street N.W.**

Canada's newest University. Already, several buildings up and operating give you an intimate glimpse of the future today. Destined to become one of the largest and most complete educational institutions on the continent, U.A.C. already offers you an opportunity to see a major university in the making. Cruise through the many driveways in the campus and see for yourself.

### **McMAHON STADIUM —**

Recently completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Alberta, Calgary, now under construction. See the many modern University buildings just north of the Stadium.

### **THE SOUTHERN ALBERTA JUBILEE AUDITORIUM**

**14 Ave. & 14 Street N.W.**

A gift to the southern portion of the province by the Alberta Government, this magnificent auditorium is

open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2,760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

### **HAPPY VALLEY — No. 1 Highway West**

Here, in Canada's largest (460-acres) man-made recreation area, you can find the sort of pleasure your family likes. You have to see it to believe it. Golfing (pitch and putt, miniature and driving range), trout fishing (no catch—no cost), go-carts, barbecue areas, riding, swimming, trampolining — you name it. Full winter fun, too. A reasonable dollar per car gets you access to this fascinating fun area. Stop for your share of the pleasure available every day, all day.

### **HOSPITALITY CENTRE & 5934 LOCOMOTIVE —**

The largest steam locomotive in the Commonwealth sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of the diesels. One locomotive, 5934, has been preserved for all time at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.



Enjoy wildlife on a personal basis.



Camping is real fun in and around Calgary.





## Points of Interest

### **BOWNESS PARK — Bowness**

Just seven miles from the city limits, this is real family playground area. Canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

### **BOMBER DISPLAY —**

One of the proudest, hardest-working aircraft in World War II was the then - immense Lancaster Bomber. Long since obsolete, the "Lancy" created a legend that refuses to die. A group of Calgary citizens, led by former Air Force members with fond memories of the Lancaster, purchased one of the few remaining. Today, it sits, impressive, historical and interesting, on the grounds at Calgary International Airport. Stop for a look at this grand old warrior — and have your camera with you for a real conversation-piece photo.

### **ALLIED ARTS CENTRE — 9 Ave. at 8 Street S.W.**

The cultural centre of Southern Alberta, the Allied Arts Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, paintings and Indian art. No charge except for special events.

### **CENTRAL PARK —**

South of 12 Ave. W. between  
3 & 4 Streets West

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park.

## **RESIDENTIAL AREAS —**

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

### **GLENMORE DAM — 66 Ave. & 14 St. S.W.**

Calgary's prime water source, Glenmore Dam is just coming into its own as a true beauty spot. Boating, fishing, picnicking and all the other outdoor pleasures are available. The sheer beauty of a sunset over Glenmore is worth a visit to this pleasant location. Right at Heritage Park entrance.

**SPECIAL TOURS.** Often, you may want to see just how an industry operates. Maybe you've wondered how a newspaper is printed, a passenger-car tire is made, a hotel kitchen handles hundreds of meals a day.

Many special tours can be arranged to suit your group. Please remember that reasonable notice is needed, and that industry can cater to several, but not always to one or two.

Just a few special tours that can be arranged for you include the following types of business.

Distilleries; wineries; breweries; newspapers; radio stations; TV stations; bakeries; dairies; stockyards; ranches, etc.

Please allow as much time as possible and the Calgary Tourist & Convention Association will do everything possible to set up the sort of interesting tour you want to have.

*Calgary's best . . .*



LOCATED AT 1920 - 4 STR. S.W.

• SUBSIDIARY OF •

# CHINOOK CHRYSLER

6320 MACLEOD TRAIL  
CALGARY, ALBERTA  
PHONE 255-8111



### **CALGARY BREWERY "HORSE-MAN HALL OF FAME" —**

**9 Ave. & 15 Street S.E.**

Never a museum quite like this one. This life-sized, full-drama exhibit will let you see the men who made the west at first hand. Never in history has such painstaking detail gone into establishing such a vivid, accurate story of our country's pioneers. Don't visit this unless you have time enough to look and see and feel the story the Hall of Fame offers. As you find so often in friendly Calgary—no charge.

### **GLENBOW ART GALLERY —**

Calgary Central Library is at the corner of 7th Avenue and 1st St. S.E. On the third floor, a full display of arts and crafts is on exhibit daily, with no admission charge. The display is changed at regular intervals, offering an opportunity to see some of the nation's finest paintings, sculptures and other objects of art. Another feature of Glenbow Foundation, a non-profit organization dedicated to the preservation of historic items of the early Canadian West, including outstanding art works of many famous artists. For a leisurely, enchanting hour or two, visit the Glenbow Art Gallery.

### **PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART —**

**16 Ave. & 9 Street N.W.**

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many classrooms and shops spread around the campus. Visitors are always welcome at this training institute.

### **BURNS MEMORIAL GARDENS —**

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 9A Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 9 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

### **VIEW POINTS —**

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

**Crescent Road View Point —** Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre St. North to 7 Ave. N.W. turn left, and you are at this wonderful view point.

**Spruce Cliff View Point —** Here is a truly breath-taking view, to your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the right, the downtown skyline. Drive west on 17 Ave. W. to 33 Street W. and turn onto Spruce Cliff Drive.

**Britannia Drive —** In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the rockies. Follow Elbow Drive south to Britannia District, turn right and let the area itself tell you where you want to go.

## Business Listings

### ACCOUNTING SERVICES

Munn Richards, Yeoman & Co.	508-15 Ave. S.W.	262-5484
-----------------------------	------------------	----------

### ADVERTISING

Goodis, Goldberg & Soren	628-12 Ave. S.W.	262-6931
J. D. Francis, Nattall & Maloney	809-8 Ave. S.W.	262-6131
Dorothy's Advertising	517-8 Ave. S.W.	266-6208

### AIR CONDITIONING & EQUIPMENT

J. K. Campbell & Associates	1411-40 Ave. S.E.	273-1526
H. F. Clarke Ltd.	5220-1A Street S.E.	255-0186

### AIRLINES & AIR CHARTER

Air Canada	134-9 Ave. S.W.	264-4410
Alitalia Airlines	830-717-7 Ave. S.W.	263-3884
Chinook Flying	No. 5 Hangar, McCall Field	277-0711
Gateway Aviation	No. 1 Hangar, McCall Field	277-8552
Pacific Western	McCall Field	277-9053
Trans-Aircraft Co.	No. 2 Hangar, McCall Field	277-0707
Western Airlines	621-3 Street S.W.	277-0176

### APARTMENTS

Rideau Towers	209 Rutland House	243-2541
---------------	-------------------	----------

### APPLIANCE & REPAIRS

Appliance Parts & Service	225-16 Ave. N.W.	277-5440
Sunbeam Appliance Service	124-17 Ave. S.E.	263-6190

### ARCHITECTS

J. H. Cook & Associates	802-16 Ave. N.W.	263-6515
McMillan, Long & Associates	212-7 Ave. S.W.	269-3111
Glen W. Parsons	No. 700—237-7 Ave. S.W.	269-4640

### ART GALLERIES & STUDIOS

Gainsborough Galleries	611-8 Ave. S.W.	269-6682
Canadian Art Galleries	811-17 Ave. S.W.	244-1862

### AUTO DEALERS (FRANCHISED)

Calgary Motor Products (Cadillac, Buick, Pontiac, Acadian, Vauxhall)	4 Ave. & 4 Street S.W.	266-8841
Brooks Chevrolet, Oldsmobile Ltd. (Oldsmobile, Chevrolet, Monza)	1413 Centre St. N.	277-8592
Freeman Wilson Ltd. (Dodge, Chrysler, Simca)	511 Centre St. S.	269-1901
General Supplies Ltd. (Oldsmobile, Chevrolet, Corvair)	5 Ave. & 1 Street S.W.	262-1101
Halford & Valentine Ltd. (Austin Dealers)	101-12 Ave. S.W.	266-3623
Hammill Motors (Rambler Dealers)	620-7 Ave. S.W.	263-5282
Hutchinson Auto Centre (Studebaker, Jeep)	1538-9 Ave. S.E.	273-2378
Jack Carter Motors (Chevrolet, Oldsmobile, Corvair)	66 Ave. & Macleod Trail	252-2271
Kendall Motors (Sunbeam, Hillman, Landrover, Rolls Royce)	1415-1 Street S.W.	262-3019
Kramer Chrysler (Chrysler, Plymouth, Valiant)	2015-16 Ave. N.W.	289-8441
Metro Motors (Ford, Falcon, Thunderbird)	5 Ave. & Centre St. S.	263-4530

## Listings

F. Pados Ltd.  
(Volvo, Morris, M.G.)  
Shaw Motors  
(All G.M.C. Trucks)  
Stampede Pontiac Buick Ltd.  
(Pontiac, Buick, G.M.C.)  
Universal Sales & Service  
(Lincoln, Mercury, Meteor, Comet)  
Volkswagen Sales & Service

### AUTO PARTS & SUPPLIES

Clarke's Auto Parts  
Davies Electric Co. Ltd.

### AUTO RENTALS

Abel Rent-A-Car  
Avis Rent-A-Car  
Budget Rent-A-Car  
Chinook Leasing & Daily Rental  
Hertz Rent-A-Car  
Roncar Leasing Co. Ltd.  
Tilden Rent-A-Car Service

### BAKERIES

City Bakery  
General Bakeries  
National System of Baking

### BANKS

Canadian Imperial Bank of Commerce  
Bank of Montreal  
Bank of Nova Scotia  
Royal Bank of Canada  
Toronto-Dominion Bank

### BEAUTY PARLORS

Paul Este Hairstyling  
Wildwood Beauty Salon

### BOAT TRIPS

Jet River Services

### BOOK STORES

Carmen Moore Books  
Evelyn DeMille Books Ltd.

### BREWERIES

Calgary Brewing & Malting  
Dow Brewery (Western) Ltd.  
Molson's Western Breweries

### CAMP GROUNDS

Bow Bend Trailer Park  
Happy Valley Tent & Trailer Park  
St. Patrick's Island

### CANDY SHOPS

Olivier's Candies

### CAR WASHING

City Centre Car Wash  
Kwik Kar Wash

7004 Macleod Trail 255-8101  
4620 Blackfoot Trail 243-4201  
1449-17 Ave. S.W. 244-8921  
5 Ave. & 1 Street S.W. 266-5611  
5707 Macleod Trail 255-1181

12 Ave. & Centre St. S. 262-9777  
1111-8 Street S.W. 244-2161

4 Ave. & 4 Street S.W. 266-8676  
240-6 Ave. S.W. 269-6166  
407 Centre St. S. 263-0505  
4 Street & 20 Ave. 266-8926  
113-7 Ave. S.E. 263-8400  
322 Centre St. S. 266-8694  
6 Ave. & Centre St. S. 263-6386

906-1 Ave. N.E. 266-2279  
203-58 Ave. S.E. 255-7761  
1604 Centre St. N. 277-5522

309-8 Ave. S.W. 266-7251  
8 Ave. & 1 Street W. 266-8701  
125-8 Ave. S.W. 263-1810  
8 Ave. & 4 Street W. 266-8751  
114-116-8 Ave. W. 262-7011

1440A-17 Ave. S.W. 244-5610  
3825 Banff Coach Rd. 249-2476

South Approach to Zoo

806-1 Street S.W. 263-2215  
616-3 Street S.W. 263-2676

9 Ave. & 15 Street S.E. 264-1892  
5240-1 Street S.W. 273-2188  
218-11 Ave. S.W. 263-2270

5227-12 Ave. N.W. 288-2161  
West of City Limits 288-5811  
Open May to September 269-4065

1005A-1 Street S.W. 262-2945

112-4 Ave. S.W. 262-3868  
718-17 Ave. S.W. 263-4017



## Listings

### CATERERS & RENTALS

A-1 Caterers & Rentals	315-39 Ave. S.E.	243-2423
Beavers Restaurants Ltd.	328-17 Ave. S.E.	266-5182
Calgary Caterers Ltd.	2417-4 Street S.W.	266-6288

### CHEMICAL COMPANIES

Allied Chemical Service Ltd.	5507-1 Street S.E.	255-0131
Oliver Chemical	803-46 Ave. S.E.	243-5551
Tom Moody Chemicals	1104 Centre St. N.	277-0701

### CHINA & GIFT SHOPS

Cottage Crafts	107 Malibou Road	252-3797
Old Cabin Crafts	517-8 Ave. S.W.	262-3837
Reed's China & Gift Shop	Calgary Shopping Centre	289-5757
The Whistling Oyster Gift Shop	3820 Banff Coach Road	249-2646

### CHURCHES

Alliance Church	17 Ave. & 1 Street S.W.
Cathedral Church of the Redeemer	7 Ave. & 1 Street S.E.
Central United Church	7 Ave. & 1 Street S.W.
Church of Jesus Christ of Latter Day Saints	2021-17 Ave. S.W.
First Baptist Church	4 Street & 13 Ave. S.W.
First Church of Christ Scientist	14 Ave. & 6 Street S.W.
First Church of the Nazarene	126-14 Ave. S.W.
Grace Presbyterian Church	15 Ave. & 9 Street S.W.
House of Israel	18 Ave. & Centre St. South
Jehovah's Witnesses Kingdom Hall	1814-15 Street S.W.
Mount Calvary Lutheran Church	4 Ave. & 3 Street S.W.
Pentecostal Tabernacle	928-8 Ave. S.W.
Salvation Army Citadel	1 Street E & 7 Ave.
St. Mary's Cathedral	18 Ave. & 1 Street S.W.
Seventh Day Adventists	19 Street & 13 Ave. N.W.
Ukrainian Greek Orthodox	400 Meredith Road

### COCKTAIL BARS

Airways Bar YC	Airport Terminal	277-4807
Ambassador Lounge	Ambassador Motel, 802-16 Ave. N.E.	276-2216
Barney's Lounge	Stampeder Motel, 3828 Macleod Trail	243-6611
The Big Top Lounge	Palliser Hotel, 9 Ave. & 1 Street West	266-8621
Black Knight Lounge	Wales Hotel, 709-2 Street S.W.	262-3648
Calypso Lounge	Beacon Hotel, 16 Ave. & Centre St. N.	277-4124
Casa Lounge	Summit Hotel, 4 Ave. & 1 Street S.W.	262-7091
Circle Inn	Circle Inn Motor Hotel, 2373 Banff Trail	282-6474
Crystal Room	York Hotel, 7 Ave. & Centre St.	262-5585
Fernando's Hideaway	815-7 Ave. S.W.	263-2588
Gay 90's Lounge	Imperial Crossroads Motor Hotel, 16 Ave. & 20 St. N.	277-4548
Guvnor's Lounge	Guvnor's Grill, 7 Ave. & 2 Street S.W.	269-7890

## Listings

The Iron Gate	Holiday Inn, 8 Ave. & 6 Street S.W.	263-7600
Ivory Room	Imperial Palace, 506-4 Ave. S.W.	269-4808
Lamplighter Lounge	Carolina Restaurant, Chinook Centre	255-4757
Oasis Lounge	Caravan Motor Hotel, 414-4 Ave. S.W.	266-2555
Owls Nest Lounge	Calgary Inn, 4 Ave. & 4 Street S.W.	266-1611
Royal Hawaiian Lounge	Beachcomber Polynesian Restaurant	264-1000
The Paddock	609-7 Ave. S.W. Elbow Lodge, 1815 Park Rd.	269-6771
Royal Scott Lounge	The Highlander, 16 Ave. & 17 St. N.W.	289-1966
St. Louis Lounge	St. Louis Hotel, 8 Ave. & 4 St. S.E.	262-6341
Sinbad Lounge	Trade Winds Motor Hotel, 66 Ave. & Macleod Trail	252-2211
Toby Jug Lounge	Royal Hotel, 708-2 St. S.W.	262-4326
Winners Circle	Westgate Motor Hotel, 1111-33 St. S.W.	249-3181
<b>COIN DEALERS</b>		
Albern Coins	1224-9 Ave. S.E.	273-5308
<b>COLD STORAGE</b>		
Home Provisioners Ltd.	348-11 Ave. S.W.	266-1028
<b>CONCRETE SUPPLIERS</b>		
Con-Force Products Ltd.	Pearce Estate	273-3351
Consolidated Concrete	9 Ave. & 3 Street S.E.	273-2311
Proctor Concrete Products	34 Ave. & 15 Street S.E.	273-4493
South Side Concrete Mix Ltd.	808-46 Ave. S.E.	243-2531
<b>CONTRACTORS ELECTRICAL</b>		
Electrical Contracting & Machinery Co.	1835-10 Ave. S.W.	244-0771
Hume & Rumble Ltd.	7040 Farrel Road	252-3386
<b>CONTRACTORS &amp; HOUSEBUILDERS</b>		
Apex Seed & Feed Plant Construction	1835-10 Ave. S.W.	244-6544
Bennett & White Ltd.	1120-9 Ave. S.W.	262-9586
Brunel Commercial Interiors Ltd.	5510-4 Street S.E.	255-4433
William Clark Holdings	3915-2 Street N.E.	277-7561
Sam Hashman & Co.	1145-17 Ave. S.W.	244-5571
Himmelman Construction Ltd.	514B-25 Ave. S.W.	266-5940
Keith Construction Ltd.	9739 Macleod Trail	255-4401
Milner & Thompson Construction	7032 Farrel Road	252-3844
Morstead & Son Ltd. Bricklayers	7032 Farrel Road	252-0176
Pioneer Paving Co.	816-46 Ave. S.E.	243-2250
Art Sullivan Co.	12551 Elbow Dr. S.	252-4491
Watson Construction	5338-1A Street S.E.	255-6414
<b>DAIRIES</b>		
Alpha Milk	704-11 Ave. S.W.	262-5426
Model Dairies	308-17 Ave. S.W.	263-7444
Palm Dairies	1104-8 Street S.W.	269-4991
Union Milk	5 Ave. & 1 Street S.E.	262-4686

## Listings

### DEPARTMENT STORES

The Bay  
Calgary Co-op Ltd.  
T. Eaton Co.  
Simpsons Sears Ltd.

Woodwards

8 Ave. & 1 Street S.W. 262-0345  
8818 Macleod Trail 252-3371  
8 Ave. & 3 Street S.W. 266-0234  
North Hill Centre 289-7777  
1616-14 Ave. N.W.  
Southridge Shopping Centre 252-7711  
Chinook Centre South 255-6121

### DINING

Airport Restaurant  
Ambassador Dining Lounge  
Amber Room

Andy's Circle Inn  
Barney's Georgian Terrace

Barney's Shield Room

Beachcomber Polynesian Restaurant  
Bennett's Restaurant  
Black Angus Room

Captains Table

Caravan Steak House

Caribbean Room

Carolina Restaurant  
Carousel Dining Lounge

Chicken on the Way  
Coach Room

Crossroads Restaurant

Dantes  
Dinny's Restaurant

Elbow Lodge Motor Hotel  
Fernandos  
Fireside Dining Lounge

Gasthaus Dining Lounge  
Ging's Empress Lounge

Golden Spur Dining

Guvnor's Grill  
Happy Valley Dining Room  
Hy's Steak House  
Imperial Palace Ltd.  
Iron Gate

Jade Palace  
King of Fish Seafood Restaurant  
Mr. Mike's  
Patio Dining Lounge

Phil's Pancake House  
Prairie Inn

McCall Field 277-4436  
802-16 Ave. N.E. 276-2216  
636 Centre St. S.  
Hotel York 262-5585  
2373 Banff Trail 282-6474  
Stampeder Hotel 243-6611  
3828 Macleod Trail 262-3311  
Wales Hotel,  
709-2 Street S.W. 263-3648  
609-7 Ave. S.W. 264-1000  
2 Street & 8 Ave. W. 263-2848  
Highlander Motor Hotel,  
16 Ave. & 17 Street N.W. 289-1965  
Trade Winds Motor Hotel,  
6606 Macleod Trail S. 252-2211  
Caravan Motor Hotel,  
414-4 Ave. S.W. 266-2555  
Beacon Hotel,  
16 Ave. & Centre Street N. 277-4124  
619 Centre St. S. 266-1277  
Forest Lawn Hotel,  
3608-17 Ave. S.E. 272-4031  
1443 Kensington Road 283-5545  
Westgate Motor Hotel,  
1111-33 Street S.W. 249-3181  
Crossroads Motor Hotel,  
2120-16 Ave. N.E. 277-0161  
201-4 Street N.E. 263-3588  
Trans-Canada Hwy.  
Brooks, Alberta 362-3533  
2 St. & 19 Ave. S.E. 269-6771  
815-7 Ave. S.W. 263-8427  
Carolina Restaurant,  
Chinook Centre 255-4757  
2417-4 Street S.W. 266-6288  
Empress Hotel,  
217-6 Ave. S.W. 262-5328  
New Noble Motor Hotel,  
119-12 Ave. S.W. 263-5800  
615-2 Street S.W. 269-7890  
Happy Valley 288-5300  
312-4 Ave. S.W. 263-2222  
506-4 Ave. S.W. 269-4808  
Holiday Inn,  
8 Ave. & 6 Street S.W. 263-7600  
302 Centre St. S. 262-9219  
224-8 Ave. S.E. 269-3474  
235-8 Ave. S.W. 262-2528  
McCall Field International  
Airport, Terminal Bldg. 277-4436  
2312-16 Ave. N.W. 289-6666  
823-17 Ave. S.W. 244-2859

## Listings

Rimrock Room	Palliser Hotel, 9 Ave. & 1 Street S.W.	266-8621
Royal Dining Room	Royal Hotel, 708-2 Street S.W.	262-4326
Smitty's Original Pancake House	6131 Macleod Trail	255-5808
St. Louis Dining Lounge	St. Louis Hotel, 8 Ave. & 4 Street S.E.	262-6341
Top of the Summit	Summit Hotel, 4 Ave. & 1 Street S.W.	262-7091
Village Inn	2231 Banff Highway	289-9800
<b>DINING-DRIVE INS &amp; TAKE OUT</b>		
A & W Drive In	No. 1, 2120 Kensington Rd. N.W.	283-0327
A & W Drive In	No. 2, 7118 Macleod Trail	255-2091
A & W Drive In	No. 3, 2510 Centre St. N.	277-1130
A & W Drive In	No. 4, 3912-17 Ave. S.W.	242-4366
A & W Drive In	No. 5, 3120-17 Ave. S.E.	272-1755
Barney's Chicken	No. 6, 2407-4 Street S.W.	263-6411
Barney's Chicken	1240-17 Ave. S.W.	244-9666
Barney's Chicken	832-16 Ave. N.W.	289-8200
Barney's Chicken	336-9 Ave. N.E.	263-1951
Barney's Chicken	907-82 Ave. S.W.	255-7840
Barney's Chicken	709-2 Street W.	263-3648
Barney's Chicken	3828 Macleod Trail	243-6611
Chicken on the Way	1443 Kensington Rd.	283-5545
Chicken on the Way	6511 Elbow Drive	255-5292
Chicken on the Way	1811-4 Street S.W.	266-6678
Dog N Suds Drive-In Ltd. No. 1	3916 Macleod Trail	243-0650
The Red Barn (Alberta) Ltd.	134-8 Avenue S.E.	269-1727
<b>DISTILLERS</b>		
Alberta Distillers Ltd.	34 Ave. & 14 Street S.E.	273-2541
Gooderham & Worts	1954-13 Street S.W.	244-1859
<b>DRUGS</b>		
Douglass Drugs	No. 1, 16 Ave. & Centre St. N.	277-2717
Cliff Irwin Drugs	No. 2, 16 Ave. & 3 St. N.E.	277-2755
Kensington Drug	718-16 Ave. N.W.	289-5561
Marshall Drugs	2440 Kensington Road	283-2911
	5011 Macleod Trail	243-7796
	1233-9 Ave. S.E.	273-5766
	Chinook Mall	252-2310
Penley's Drugs	Chinook Shopping Centre	255-7731
Super S Drugs	1414-12 Ave. S.W.	244-5556
Victoria Pharmacy	1201-2 Street S.E.	266-3335
<b>DRY CLEANING &amp; LAUNDRY</b>		
Dollar Cleaners	1114-17 Avenue S.W.	244-0711
Premier Laundry & Dry Cleaning	902-4 Ave. S.W.	266-8811
Rosedale Cleaners	16 Ave. & 4 Street N.W.	277-0777
Palmer's Ltd.	2711-14 Street S.W.	244-1111
<b>ELECTRICIANS</b>		
Eades Electric Limited	5711-6 Street S.E.	252-0196
Warrack Electric	818-16 Avenue N.W.	289-9201
<b>ENGINEERING SERVICES</b>		
T. Lamb, McManus & Associates	27-6A Street N.E.	263-5440
W. A. McBean & Associates Ltd.	511 Anglo-American Bldg.	263-5160
Stearns-Roger Canada Ltd.	7127 Fairmount Drive	255-0111
<b>FILM COMPANIES &amp; THEATRE SUPPLIES</b>		
Canfilm Screen Services Ltd.	2312-4 Street S.W.	264-4660
Master Film Studios	815-17 Avenue S.W.	244-2008
Sharp's Theatre Supplies Ltd.	104-4 Street S.W.	262-2655

## Listings

### FINANCE COMPANIES

Traders Finance Corp. Ltd.	736-8 Ave. S.W.	262-2101
----------------------------	-----------------	----------

### FLORISTS

Art Bealing Flowers	2319-4 Street S.W.	263-5840
Campbell Floral	321-7 Ave. S.W.	263-8420
Terrill's Flowers Ltd.	809-1 Street S.W.	266-6061
Whitburn's Ltd.	715 Rideau Road	243-3446
White's Flowers	712-16 Ave. N.W.	289-5551

### FUNERAL HOMES

Jacques Funeral Home	240-17 Ave. S.W.	263-6440
Leyden's Funeral Home	18 Ave. & 2 Street S.W.	262-9101
McInnis & Holloway	1503-4 Street S.W.	262-3030

### FUR STORES

Swears & Wells (Canada) Ltd.	222-8 Ave. S.W.	263-2850
------------------------------	-----------------	----------

### FURNITURE & APPLIANCES

Fry's Lampland	124-16 Ave. N.E.	277-1941
House of Modern	802-16 Ave. S.W.	263-6633

### GARDEN & MARINE EQUIPMENT

Arn's Equipment	340-16 Ave. N.W.	277-4335
-----------------	------------------	----------

### GLASS & MIRRORS

Bennett Glass Company	228-7 Ave. S.E.	262-1778
Canadian Pittsburg Industries	504-10 Ave. S.W.	263-0460

### GLASS WORK (CUSTOM)

Continental Glass Co.	215-35 Ave. N.E.	277-9068
-----------------------	------------------	----------

### GUEST RANCHES

Blue Haven	Dewinton, Alberta
Diamond Cross	Seebe, Alberta
Rafter Six	Seebe, Alberta

### HARDWARE STORES

G. L. Chesney Hardware	102-16 Ave. N.W.	277-7577
Manchester Hardware	5518 Macleod Trail	255-5531

### HOTELS

Airliner Inn	4804-4 Street N.E.	276-3391
Alexandra Hotel	225-9 Ave. S.E.	262-4671
Arrow Hotel	Banff, Alberta	
Beacon Hotel	Centre St. & 16 Ave. N.W.	277-7531
Bowness Hotel	6404 Bowness Road	288-4421
Calgary Inn	4 Ave. & 3 Street W.	266-1611
Empress Hotel	219-6 Ave. W.	262-1141
Empire Hotel	124-9 Ave. S.E.	262-1131
Forest Lawn Hotel	35 Street & 17 Ave. S.E.	272-4031
Holiday Inn	8 Ave. & 6 Street S.W.	263-7600
Homestead Hotel	Banff, Alberta	
Imperial Hotel	2 Street & 9 Ave. S.E.	262-2556
King Edward Hotel	9 Ave. & 4 Street S.E.	262-1680
Palliser Hotel	1 Street & 9 Ave. S.W.	266-8621
Queen's Hotel	2 Street & 8 Ave. S.E.	262-6887
Royal Hotel	2 Street & 8 Ave. S.W.	262-9595
St. Louis Hotel	8 Ave. & 4 Street S.E.	262-6341
Shamrock Hotel	2101-11 Street. S.E.	273-5446
Summit Hotel	1 Street & 4 Ave. W.	262-7091
Timberline Hotel	Banff, Alberta	
Wales Hotel	709-2 Street W.	266-1031
York Hotel	636 Centre St. S.	262-5585
Voyager Inn	Banff, Alberta	



## Listings

### JEWELLERY

J. Vair Anderson	230-8 Ave. S.W.	266-3949
Henry Birks & Sons	314-8 Ave. S.W.	262-9515

### LADIES' WEAR

Dayton's Fashions Ltd.	310-8 Ave. S.W.	269-2516
Parisian	160-8 Ave. S.E.	262-6187
Silk O Lina	119-8 Ave. S.W.	262-7262
	North Hill Centre	289-3909
Tall Girl Shop	239-8 Ave. S.W.	263-1486

### LADIES' WEAR (IMPORTED)

Ted McGregor	818-1 Street S.W.	262-5327
--------------	-------------------	----------

### LAPIDARY

Greens Rock & Lapidary Shop	916 Centre St. N.	269-3070
-----------------------------	-------------------	----------

### LAWYERS

Scott, Gregg, Scott & Anglin	3rd flr., Leeson-Lineham Bldg.	266-3086
------------------------------	--------------------------------	----------

### LINEN

Canadian Linen Supply	730-2 Ave. S.W.	263-8600
-----------------------	-----------------	----------

### LIVESTOCK DEALERS

Alberta Stockyards Co. Ltd.	Alberta Stockyards Bldg.	273-5353
Parslow & Denoon	Alberta Stockyards Bldg.	273-3386

### LUMBER & WOODWORKING

Beaver Lumber	11 Ave. & 11 Street S.W.	244-2166
Davidson Enman Lumber	42 Ave. & 4 Street S.E.	243-2566
Farmers Lumber	1606-9 Ave. S.E.	273-5567
Gienow Sash & Door Ltd.	336-35 Ave. N.E.	276-1171
Gunthers Building Supplies	2102-10 Ave. S.W.	244-0726
Mels Lumber & Building	3515 Edmonton Trail	277-8566
Weldwood Westply	5707-3 Street S.E.	255-7711

### MANUFACTURING

Atco Industries	1243-48 Ave. N.E.	276-1101
-----------------	-------------------	----------

### MEAT MARKETS

Bon Ton Market	701 Centre St. S.	266-4571
----------------	-------------------	----------

### MEN'S WEAR

David L. Abel Clothiers	137-8 Ave. S.W.	262-9939
Jack Formans Hats	327A-7 Ave. S.W.	269-1220
Don Forster Mens Wear	335-7 Ave. S.W.	264-3440
O'Connor & Bourque	210-7 Ave. S.W.	269-1663

### MOTELS & MOTOR HOTELS

Aloha Motor Hotel	3630 Macleod Trail	243-4651
Ambassador Motel	802-16 Ave. N.E.	276-2271
Amylorne Motel	12108 Macleod Trail	255-1498
Anchor Motel	1816-24 Street N.W.	289-6606
Armstrong Motel	2359 Banff Trail	289-4451
Avondale Motor Inn	2231 Banff Trail	289-1921
Capri Motel	2369 Banff Trail	289-5571
Cascade Motel	2363 Banff Trail	289-2581
Caravan Motor Hotel	4 Ave. & 4 Street W.	263-1010
Circle Inn Motor Hotel	2373 Banff Trail	289-0295
Continental Motel	4637 Macleod Trail	243-7791
Elbow Lodge	1815 Park Road	269-6771
Flamingo Motel	7505 Macleod Trail	252-4401
Gammons Motel	Banff, Alberta	762-3344

## Listings

Graddell Motel	37 Street & Banff Trail	289-1111
Green Gardens Motel	3211-17 Ave. S.E.	272-3317
Highlander Motor Hotel	17 Street & 16 Ave. N.W.	289-1966
Hillcrest Motel	3111 Edmonton Trail	277-7566
Imperial Crossroads Motor Hotel	2120-16 Ave. N.E.	277-0161
Meadow Motel	7012 Macleod Trail	255-7101
Mecca Motel	Trans-Canada Highway West	288-3729
Mt. Eisenhower Motor Court	2227 Banff Trail	289-6626
New Noble Motor Hotel	119-12 Ave. S.W.	263-5800
Parkview Motel	2334-2 Street S.E.	262-3556
Ranch Motel	5229 Macleod Trail	255-4944
Ranger Motor Hotel	2107-16 Ave. N.W.	289-8788
Royal Wayne Motel	2416-16 Ave. N.W.	289-6651
Rundle Manor	Banff, Alberta	762-2707
Scratches Bungalows	Banff, Alberta	762-3544
Stampede Motel	4401 Macleod Trail	243-1009
Stamper Motor Hotel	3828 Macleod Trail	243-5531
Star Motel	2010-24 St. N.W.	289-2332
Sunset Motel	2112-24 St. N.W.	289-2101
Trade Winds Motor Hotel	66 Ave. & Macleod Trail	252-2211
Travelodge Ltd.	16 Ave. & 21A St. N.W.	289-0211
Westgate Motor Hotel	1111-33 Street S.W.	249-3181
West Valley Motel	Trans-Canada Highway West	288-4436

## MOTORCYCLES

Kanes Motorcycle Shop	119-17 Ave. S.W.	269-8577
-----------------------	------------------	----------

## MOVING & TRUCKING

Crone Bros. Ltd.	831-48 Ave. S.E.	243-4613
MacCosham's Van Lines	215-10 Ave. S.W.	266-8881
Madison Storage & Cartage Ltd.	3904-1 Street N.E.	277-8586
Midland Superior Express Ltd.	42 Ave. & 10 St. S.E.	243-3471
Security Storage Ltd.	4344 Macleod Trail	243-4681
H. M. Trimble & Sons	1510-40 Ave. S.E.	273-5621

## MUSIC SERVICES

Southern Music	1025-11 Ave. S.W.	244-7292
----------------	-------------------	----------

## MUSIC STORES

Glenn's Music Ltd.	226-7 Ave. S.W.	269-8532
Frank's Custom Stereo & Sound	1102-8 Ave. S.W.	266-5888

## NEWSPAPERS

The Calgary Herald	7 Ave. & 1 Street W.	262-7711
--------------------	----------------------	----------

## OIL COMPANIES

British American Oil	707-7 Ave. S.W.	268-1110
Burn Oil Land Service Ltd.	635-6 Ave. S.W.	262-6325
Canadian Magnetic Reductions Ltd.	221-62 Ave. S.E.	255-7784
Golden Eagle Oil & Gas Ltd.	1450 Elveden House	263-8790
Home Oil Co. Ltd.	304-6 Ave. S.W.	266-7041
Imperial Oil Ltd.	6009 Ogden Road	267-1110
Jefferson Lake Petrochemical	10 Flr. Calgary House	262-2741
Mohawk (Alberta) Oil Co.	7121 Fairmont Road	252-3361
Texaco Canada Ltd.	600-6 Ave. S.W.	273-5255
Western Decalta Petroleums Ltd.	630-6 Ave. S.W.	269-5551

## OIL PUBLICATIONS

C. O. Nickle Publications Ltd.	330-9 Ave. S.W.	269-3161
--------------------------------	-----------------	----------

## PAINTING & DECORATING

Beale Decorating	116-16 Ave. N.W.	277-1231
British American Paint Co.	2312-10 Ave. S.W.	244-7415

## Listings

### PET SERVICES

Red Top Ltd.  
Sunawagold Kennels  
Brooks Dog Salon

Box 307, Nose Creek	269-7346
5813 No. 1 Highway West	288-5471
1st Flr., 827-17 Ave. S.W.	244-2668

### PHOTOGRAPHERS & SUPPLIERS

Jack Delorme  
Mathieson Photo Service  
Mortifee Munshaw Ltd.  
Matthews Studios  
Photocrafts  
Shipley Photo Service  
Eastman Photographic Materials Ltd.

2050-10 Ave. S.W.	244-6511
609 Centre St. S.	263-2561
2433-2A Street S.E.	263-8086
223-14 St. N.W.	283-2121
710-3 Street S.W.	262-1011
1139-11 St. S.E.	273-3361
1102-5 Street S.W.	266-4442

### PICTURE FRAMES

Mid West Picture Frame Co.

58th Ave. & Macleod Trail	252-2130
---------------------------	----------

### PLUMBING & HEATING

Cone Water Heaters Ltd.  
Crane Canada Ltd.  
Cronkite (Calgary) Ltd.  
Fred Deeves & Sons  
Engineering & Plumbing Supplies Ltd.  
Lennox Industries (Canada) Ltd.  
A. J. Shruball Co. Ltd.

3616 Manchester Rd.	243-6467
324-58 Ave. S.E.	255-6681
816-7th Ave. S.W.	263-4670
1314-17 Ave. S.W.	244-8951
839-10 Ave. S.W.	269-1371
5707-4 Street S.E.	255-4451
2042-10 Ave. S.W.	244-2101

### POWER & FUEL

Calgary Power Co.  
Canadian Western Natural Gas Co.

140-1 Ave. S.W.	266-4631
140-6 Ave. S.W.	266-7111

### PRINTING & LITHOGRAPHING

Alcraft Printing Co. Ltd.  
Burnand Printing Co. Ltd.  
Canniff Printing Ltd.  
Foothills Printers Ltd.  
Grant-Mann Lithographers Ltd.  
Humphries Printing Ltd.  
Northwest Printing &  
Lithographing Ltd.  
Universal Engravers Ltd.  
Western Printing & Lithographing  
Co. Ltd.

4303 Edmonton Trail	277-0751
230-7 Ave. S.E.	264-2242
1510-6 Street S.W.	266-8691
311-34 Ave. S.E.	243-4641
3-1710 Centre St. N.	277-3345
2212-4 Street S.W.	266-4668
1808-1 Street N.W.	277-4947
1902-10 Ave. S.W.	244-7427
706-2 Ave. S.W.	262-6111

### PROPANE DEALERS & SERVICES

Canadian Propane Consolidated Ltd.  
Suburban Propane Ltd.  
Propane Engineering Services Ltd.  
Zenith Propane Ltd.

7314 Macleod Trail	255-0121
515-82 Ave. S.W.	255-0103
2301 Centre St. N.	277-1088
36 Ave. & 5 Street S.E.	243-5526

### PUBLICATIONS

This Week In Calgary

### RADIO STATIONS & TV STATIONS

C F A C  
C F C N T V  
C H C T T V  
C K X L  
C H Q R

1301-17 Ave. S.W.	244-9311
Broadcast House	249-9101
955 Rideau Road	243-3491
804-16 Ave. S.W.	263-8160
1030-4 Street S.W.	263-5522

### REAL ESTATE & INSURANCE

Calgary Real Estate Board  
C. J. Campbell  
Crosland Peacock Calgary Ltd.  
A. J. Dixon Real Estate  
Donovan Realty

622-5 Ave. S.W.	263-0530
603 Centre St. S.	269-4331
1009-7 Ave. S.W.	263-3140
4822 Macleod Trail	243-7330
202 Alberta Stockyards Bldg.	273-3381

## Listings

Frank Freeze Co. Ltd.  
Keith Built Home Sales  
Knowlton Realty Ltd.  
J. C. Leslie & Co. Ltd.

Lyle Bros. Ltd.  
Montreal Trust Co.  
Roberts Real Estate  
Royal Management Co.  
Rocky Mountain Life Insurance  
Van Helden Agencies Ltd.  
Daryl Campbell Realty Ltd.

## RECREATION & ENTERTAINMENT

Banff Gondola Lift Co. Ltd.  
Canadian Wax Galleries

Happy Valley  
Lake Louise Lifts Ltd.  
Lloyds Rollercade Ltd.  
Pigeon Mountain Ski Area  
Banff Chairlift

## REPRODUCTION & DRAFTING

Calgary Drafting & Blueprint Co. Ltd.

## SERVICE GARAGES

Globe Steering Clinic  
Huttons Ltd.

## SERVICE STATIONS

Auto Square  
Benbows Esso  
Brentwood B.A. Service  
Britannia Auto Service  
City Centre Royalite  
Civic Centre Esso  
Cloverleaf Esso  
Coach Gate B.A. Service  
Don's Husky Travel Service  
Downtown White Rose  
Ed & Ted's Service  
Edmonton Trail Esso  
Emil's Haysboro White Rose  
Glenmeadows B.A. Service  
Happy Valley Esso Service  
Kellys Servicentre  
Leland Park B.A. Service  
Main Esso Auto Service  
Montgomery Mohawk Service  
Northview Esso Service  
Ranchmen's Esso Service  
Sids Super Service (Alberta) Ltd.  
Red Star Auto Service  
South Trail B.A. Service  
Stadium Esso Service  
Shouldice Esso Service  
Westpoint Esso Service

## SHOE STORES

Amantea Shoes

## SHOPPING CENTRES

Chinook Shopping Centre  
North Hill Shopping Centre  
Westbrook Shopping Centre

811-7 St. S.W.  
9739 Macleod Trail  
2 Flr, Bentall Bldg.  
200 Lancaster Bldg.  
827-5 Ave. S.W.  
627-6 Ave. S.W.  
8 Ave. & 3 Street S.W.  
306-24 St. N.W.  
101-1029 Cameron Ave. S.W.  
815-17 Ave. S.W.  
1305-8 Street S.W.  
519-17 Ave. S.W.

P.O. Box 1258 Banff  
120 Banff Ave.  
Banff, Alberta  
Trans-Canada Highway West  
Lake Louise, Alta.  
7520 Macleod Trail  
500-736-8 Ave. S.W.  
Banff, Alberta

615-8 Ave. S.W.

1502-11 Ave. S.W.  
131-11 Ave. S.W.

401-16 Ave. N.E.  
76 Ave. & Macleod Trail  
Brentwood Centre  
49 Ave. & Elbow Drive  
6 Ave. & 2 Street S.W.  
7 Ave. & 4 Street S.E.  
16 Ave. & 20 Street N.E.  
12 Ave. & 33 Street S.W.  
Edmonton Trail North  
4 Ave. & 1 Street S.W.  
11 Ave. & 1 Street S.W.  
16 Ave. & 3 Street N.E.  
8404 Elbow Drive  
37 Street & 26 Ave. S.W.  
Trans-Canada Highway West  
16 Ave. & 19 Street N.W.  
26 Ave. & 24 Street S.W.  
840-8 Ave. S.W.  
4639 Bowness Road N.  
48 Ave. & Centre St. N.  
4303 Macleod Trail  
5 Ave. & 4 Street S.W.  
1402-14 St. S.W.  
7603 Macleod Trail  
2320-16 Ave. N.W.  
5008-16 Ave. N.W.  
16 Ave. & 14 Street S.W.

132-8 Ave. S.W.

66 Ave. & Macleod Trail  
1632-14 Ave. N.W.  
149 Westbrook Mall

## Listings

### SIGHTSEEING

Brewster-Rocky Mountain Grayline

Calgary Gray Line

### SIGN COMPANIES

Dot Signs

Hook Signs (Calgary) Ltd.

Neon Contractors Ltd.

Neon Sales & Service Ltd.

Signs by Silkscreen

Color Print Display Co.

E. Wilson Signs & Displays Ltd.

### SOFT DRINKS

Calgary Beverages Ltd.

Polar Aerated Water Works Ltd.

### SPORTING GOODS

Big Chief Sporting Goods

Premier Cycle & Sports (Calgary) Ltd.

### SPRINGS AUTO AND TRUCK

Standens Ltd.

### STATIONERY & OFFICE SUPPLIES

D. W. Clark Business Machines Ltd.

Keith Stationers Limited

H. J. Kellam Ltd.

Lewis Stationery

The National Cash Register Co.  
of Canada Ltd.

Warner Business Machines Ltd.

Willson Stationery Co. Ltd.

### STEEL & IRON & PIPE

Bonnybrook Steel Ltd.

Canada Iron Foundries Ltd.

Dominion Bridge Co. Ltd.

### SUPERMARKETS

Dominion Stores

Canada Safeway Ltd.

### TAXIDERMY

Penn Taxidermy

### TAXIS

Bell Cabs Ltd.

United Imperial Cabs Ltd.

### TIRE SERVICE

Mohawk Auto Square

O.K. Tire Stores (Calgary) Ltd.

### TRAILER PARKS

Amylorne Motel

Bow Bend Trailer Park

Cloverleaf Trailer Park

Green Gardens Motel &

Trailer Court

Happy Valley Tent & Trailer Park

St. Patricks Island Campgrounds

### TRAILERS & SUPPLIES

Propane Engineering Service

(Travel Trailer Drome Shasta, Airstream)

United Trailer Co. Ltd.

(Safeway, General, 20 Century, Glendale)

304 Caribou St.

Banff, Alberta

129-1 Ave. S.W.

762-2241

266-5658

410 Memorial Dr. N.E.

4 Ave. & 3 Street S.E.

5305-1A Street S.W.

909-15 Street S.W.

812-3 Street N.E.

106-11 Ave. S.E.

610-3 Ave. S.W.

269-1436

263-2170

252-3391

269-4971

262-2867

262-9994

269-7812

9 Ave. & 15 Street S.E.

129-3 Ave. S.E.

264-1902

263-7700

230-7 Ave. S.W.

319-7 Ave. S.W.

262-3748

263-8855

24 Ave. & 2 Street S.E.

269-3736

303-4 Street S.W.

630-5 Ave. S.W.

628-11 Ave. S.W.

620-9 Ave. S.W.

263-6035

263-0900

262-3513

266-4676

820-16 Ave. S.W.

918-7 Ave. S.W.

323-8 Ave. S.W.

263-8080

262-7273

269-6911

4227 Bonnybrook Rd. S.E.

223-53 Ave. S.E.

803-24 Ave. S.E.

273-3368

255-1171

264-7900

734-7 Ave. S.W.

535-10 Ave. S.W.

263-1065

269-2501

918 Centre St. N.

269-1297

Royal Hotel Bldg.

124-4 Ave. S.W.

262-2222

262-7777

401-16 Ave. N.E.

4115 Macleod Trail

276-1177

243-4231

12108 Macleod Trail

5227-13 Ave. N.W.

16 Ave. & 19 Street N.E.

255-1498

288-2161

277-8352

3211-17 Ave. S.E.

Trans-Canada Highway West

St. Patricks Island

272-3317

288-5811

269-4065

2301 Centre St. N.

277-1088

3715 Edmonton Trail N.E.

277-8576



## Listings

### TRAVEL AGENCIES

Burritt Travel Services Ltd.	330-9 Ave. S.W.	269-3791
Thos. Cook & Sons	702-2 Street S.W.	263-6570
P. Lawson Travel Ltd.	119-7 Ave. S.W.	263-4810

### TROPHIES

Listowel Trophies (Calgary) Ltd.	325-10 Ave. S.W.	263-8865
----------------------------------	------------------	----------

### TRUST, MORTGAGE & INVESTMENT CO.

Canada Permanent Trust	315-8 Ave. S.W.	266-1071
Canada Trust	528-8 Ave. S.W.	262-7911
Canada Wide Investments Ltd.	209 Rutland House	243-2541
Crown Trust	227-8 Ave. W.	262-5511
Farmers & Merchants Trust	209-8 Ave. S.W.	263-3200
James Richardson & Sons	319-8 Ave. S.W.	267-3100
Metro Mortgage Corp.	640-7 Ave. S.W.	266-4056
Montreal Trust	8 Ave. & 3 Street S.W.	269-3191
National Trust Co.	330-8 Ave. S.W.	263-1460
Royal Trust	606-7 Ave. S.W.	266-1091
Traders Finance Corp. Ltd.	736-8 Ave. S.W.	262-2101
Carlile & McCarthy		
W. R. Taprell	320-9 Ave. S.W.	266-7051

### VARIETY STORES

F. W. Woolworth Co. Ltd.	228-8 Ave. S.W.	266-1588
--------------------------	-----------------	----------

### WESTERN STORES & RIDING EQUIPMENT

Kenway's Western Store	1418-2 Street S.E.	266-4270
Smithbilt Hats	3 Ave. & 5 Street S.W.	262-4404
Tack Shop	311-17 Ave. S.W.	263-3741
Riley & McCormick	1929-10 Ave. S.W.	244-7406
Western Outfitters	813-1 Street S.E.	266-3656

### WHOLESALEERS

Acme Novelty	723-10 Ave. S.W.	263-1150
Alta. National Drug Co. Ltd.	4033-9 St. S.E.	243-7761
Alberta Spuds & Produce Ltd.	4027-11 Street S.E.	243-5512
Associated Grocers	5516-5 Street S.E.	252-5591
Bridge Brand Produce	611-53 Ave. S.E.	255-4494
Burns Foods Ltd.	21 Ave. & Portland Street	273-0110
Crown Zellerbach Canada Ltd.	Centre Ave. & 25 St. N.E.	272-1121
Esskay Developments Ltd.	1134-11 Street S.E.	
General Distributors Ltd.	130-9 Ave. S.W.	262-9223
Imperial Tobacco	4025-4 Street S.E.	243-7949
Irving Wire Products	66 Ave. & Centre St. S.	255-6661
Link Hardware Co. Ltd.	4704-1 Street S.E.	243-4256
MacDonalds Consolidated	5319-3 Street S.E.	269-2507
Marshall-Knopp (Western) Ltd.	535-1 Ave. S.W.	263-6950
Modern Packaging Co. Ltd.	522-11 Ave. S.W.	252-4481
Pinecrest Poultry Sales	2126 Hurst Road	273-1571
Peter Jackson Tobacco Sales	4025-4 St. S.E.	243-1109
Sanitary Supplies	915-9 Ave. S.E.	273-4991
Scott National Fruit	525-10 Ave. S.W.	266-6233
Spalding Hardware Ltd.	929-17 Ave. S.W.	244-5531
Stafford Foods Ltd.	1016-34 Ave. S.E.	243-4276
Silver Automotive	1324-11 Ave. S.W.	244-5506
Union Packing	Box 158 Calgary	266-8861
United News	3647 Blackburn Road	243-4611
Wallace & Carey Tobacco	211-7 Ave. S.E.	262-5521
Welders Supplies Ltd.	609-42 Ave. S.E.	243-7746

### YARDGOODS

Silk-O-Lina	119-8 Ave. S.W.	262-7262
-------------	-----------------	----------

# CALGARY NORTH HILL SHOPPING Centre

**70° STORES & SERVICES**

**FREE PARKING  
FOR OVER 2500 CARS**

## STORES

Agnew Surpass No. 1  
Agnew Surpass No. 2  
Alberta Liquor Board  
Alberta Shoe Repair  
Bata Shoes  
Betty Shop  
Built-Rite Homes  
Calgary Centre Barber Shop  
Calgary Centre Paints  
Calgary Fabric Centre  
Calgary Herald  
Canadian Imperial Bank of  
Commerce  
Card & Candy  
Dominion Stores  
Exquisite Flowers  
Fabric Care Cleaners  
Fairview Bowling Lanes  
Halling's Music Centre  
Jiffy Car Bar  
Joe Mark Men's Wear  
Lad & Lassie Shop  
Loblaws  
Logger Lumber & Bldg.  
Supplies

Macleod's Limited  
Martin's Insurance Centre  
Miller Realty Ltd.  
Modella's Half Size Shoppe  
Old Sweetie Candies  
Otto's Lady Fair  
Park Lane Cafeteria  
Park Lane Restaurant &  
Banquet Room  
Dr. W. Phillips  
PMS Camera & Hobby Shop  
Pro Sporting Goods Ltd.  
Reed's China & Gift  
Reitman's  
Riley and McCormick  
Silk-O-Lina  
Simpsons-Sears  
Spence Shoes  
Tamblyn Drugs  
Tip Top Oven Products Ltd.  
Tip Top Tailors Ltd.  
Toronto-Dominion Bank  
United Cigar Store  
Wedell's Jewellers  
Woolworth's  
Zeller's

## SERVICES AND OFFICES

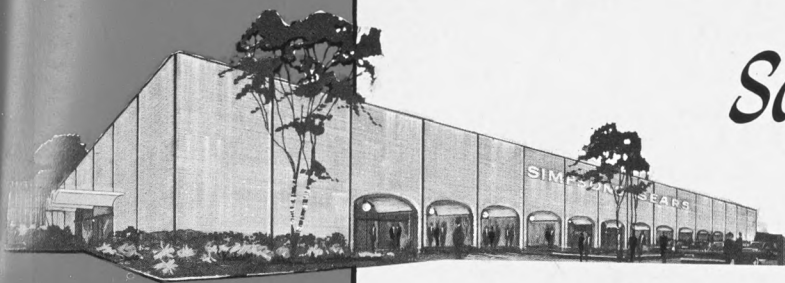
Dr. J. Clapperton  
Dr. L. Frostad  
Dr. J. M. Galvin  
Dr. H. W. Gimbel  
Dr. R. C. Hunte  
chiropractor  
Dr. Leo Andersen  
Administrative Office  
A. M. Bowers, Architect  
Brian H. Nelson, Barrister  
Calgary Medical Lab.  
Canadian Premier Life  
Insurance  
Carma Developers  
Delta Engineering  
Empire Life Insurance Co.  
Household Finance Corporation  
H. S. Kent & Associates  
London & Midland Insurance  
Montreal Life Insurance  
Medical Services Inc.  
Prudential Insurance  
Public Press  
Refinery Engineering  
Regional Conservatory of Music

**TRANS-CANADA HIGHWAY - 14th STREET to 19th STREET N.W.**



*North . . .  
or*

*South*



# Simpsons-Sears

*. . . has everything*



**Two ultra modern stores  
serving Calgary and district**

## **NORTH HILL**

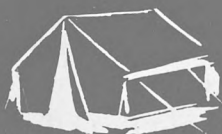
**14 St. N.W. and the Trans Canada Highway  
Telephone 289-7777**

## **SOUTHRIDGE**

**58 Ave. S. and the Macleod Trail  
Telephone 289-8411**

Visitors, shop in confidence at Simpsons-Sears . . . and just say "Charge It" . . . Your Simpsons-Sears All Purpose Account is honored throughout Canada to meet all your vacation needs.

**Satisfaction Guaranteed or your  
Money Refunded**







#### LOCATION

15th St. and 9th Ave. S.E.

#### OPEN DAILY

No admission charge.

Regular hours 10 a.m. to 5 p.m. Monday through Friday.  
Sunday 12:30 p.m. to 6 p.m.

## CALGARY BREWERY AQUARIUM – GARDENS AND HORSEMAN'S HALL OF FAME

One of the most beautiful spots in Calgary is at the Brewery Gardens. See the only inland aquarium featuring deep-sea specimens, native western fresh water fish, reptiles and seasonally, North America's largest trout fish hatchery. The Horseman's Hall of Fame contains life-like figures of historical characters and is a noteworthy sight. Both of these attractions are free to the public—and you can spend hours of time viewing the different specimens. The Gardens, with their stocked pools of Canadian Game Fish present an ideal spot to spend a quiet afternoon. The public is cordially invited to visit the Brewery Gardens at any time.

**CALGARY BREWING  
& MALTING CO. LTD.**

CALGARY

EDMONTON

